

JIM HOLLIS

B2B Marketing Executive | Revenue Growth | Demand Generation | Go-To-Market Strategy

jhollis316@gmail.com | [linkedin.com/in/JimHollis](https://www.linkedin.com/in/JimHollis) | Greater Philadelphia Region

SUMMARY

B2B marketing executive who builds revenue engines and the teams that run them. At ASI, grew qualified pipeline 33% and then 62%, and made marketing the source of nearly 80% of new business. 25+ years across B2B SaaS and healthcare technology (ASI, IQVIA, Hayes, NextGen). Hands-on with lifecycle programs, HubSpot, Dynamics 365, attribution, and paid media. Left ASI with a growth function that did not exist before: dedicated ABM, paid media, SEO, and marketing ops leaders, and attribution from first touch to closed revenue.

SELECTED BUSINESS IMPACT

- **Nearly 80%** of new business came from marketing-sourced leads (ASI)
- **Qualified pipeline up 33% in 2024 and 62% in 2025** (ASI)
- **3x** paid search lead-to-qualified conversion in one year, with CAC down about 24% (ASI)
- **Built a 7-person** growth team from scratch with a \$1M budget, including the first dedicated ABM, paid media, SEO, and marketing ops leaders (ASI)
- **MQL volume up 300%** in the first year of leadership (IQVIA)

EXPERIENCE

Executive Director, Growth Marketing (VP-Equivalent Scope)

Advertising Specialty Institute

09/2023 - 08/2026

Trevese, PA (Hybrid)

Led a 7-person growth marketing team, the largest in ASI's marketing organization, with a \$1M budget. Covered demand generation, lifecycle and ABM programs, paid search and paid social, SEO/AEO, marketing analytics, and the martech stack for a B2B SaaS membership platform. Partnered closely with the Chief Commercial Officer on pipeline and new-business growth.

- Made marketing the source of nearly 80% of new business. Grew qualified pipeline 33% in 2024 and another 62% in 2025, contributing to ASI's strongest sales months since 2019 in the first half of 2025.
- Tripled paid search lead-to-qualified conversion year over year through tighter targeting, campaign optimization, and lead qualification.
- Cut paid search customer acquisition cost (cost per new member) about 24%, 2026 year to date vs. 2025, at similar spend.
- Expanded lead generation beyond email, the main lead driver at the time, by segmenting audiences and turning paid search and paid social into consistent lead sources.
- Built lifecycle marketing programs that reached prospects at each buying stage and by vertical, with distinct messaging and tactics for each, plus retention and upsell programs for existing members.
- Grew the team from two campaign managers to seven, hiring ASI's first dedicated leaders for SEO/web, paid media, and marketing operations.
- Launched ASI's first account-based marketing function, with a dedicated ABM campaign manager, to align programs with sales priorities.
- Connected HubSpot and Microsoft Dynamics 365 to track revenue from first touch to closed deal, replacing fragmented reporting. Added lead qualification, routing rules, and weekly attribution reviews with sales.
- Oversaw the martech stack and marketing analytics, set UTM governance and 13-month rolling email benchmarks, and rolled out Wrike workflows across the 18-person department.

Senior Director of Marketing

IQVIA

04/2018 - 09/2023

Plymouth Meeting, PA (Remote)

Led a team of 5 direct reports across digital marketing, web, SEO/SEM, marketing automation, field marketing, and marketing analytics for IQVIA's U.S. business, serving multiple verticals.

- Grew MQL volume 300% year over year in the first year of leadership (2019 vs. 2018).
- Built a marketing performance measurement framework that became the enterprise standard across global business units.
- Served as acting Head of U.S. Marketing for nine months during a leadership vacancy, covering field marketing, brand, and commercial operations.
- Joined sales in 400+ U.S. sales meetings to align marketing with commercial priorities.
- Implemented Eloqua, replacing a manual, disconnected campaign process.

Director of Marketing

Hayes, Inc.

01/2016 - 12/2017

Lansdale, PA

Led marketing, including brand, content, automation, and marketing analytics, for a healthcare technology and research company serving health systems and payers.

- Generated 200% more leads in 2016 than in 2015 with a new content marketing strategy.
- Relaunched the website and grew average monthly traffic 34% in the first eight months.
- Launched a new brand blueprint and the company's first Client Symposium.
- Implemented HubSpot with lead nurturing and lead scoring, giving sales a consistent view of lead quality.

Director, Demand Generation

NextGen Healthcare

04/2012 - 07/2015

Horsham, PA

Led demand generation for a B2B SaaS healthcare platform across ambulatory, behavioral health, and enterprise health system markets.

- Worked one-on-one with the SVP of Marketing to redesign the marketing organization, moving people and closing gaps. Then built a team of 5 direct reports and stayed hands-on as a working manager.
- Improved lead volume and quality through channel-level analysis tied to sales outcomes by vertical and specialty.
- Owned field marketing for HIMSS, the company's largest annual trade show, with pre-show, on-site, and post-show campaigns integrated with sales. Extended the program to additional specialty conferences.
- Built the lifecycle lead nurturing program with tracks by specialty and buyer stage, and built the content strategy team.
- Helped implement Asana for the roughly 45-person marketing team.

Marketing Communications Manager

Brooks Instrument, LLC

10/2006 - 04/2012

Hatfield, PA

- Increased sales leads 20% through white paper programs, e-newsletter advertising, and site enhancements
- Re-built BrooksInstrument.com, improving site visits by 30% and boosting organic search rankings across key terms
- Launched a new brand identity and led product integration for two acquisitions and one divestiture

Marketing Communications Manager

Prince Sports, Inc.

06/1999 - 10/2006

Bordentown, NJ

Began career as marketing intern for Benetton Sportssystem USA working on global sports brands including Prince, Ektelon, Rollerblade, and Nordica. Progressed from intern to full-time Marketing Communications Manager to Product and Marketing Manager for Indoor Court Sports, and ultimately to Marketing Communications Manager for all racquet sports.

SKILLS

Revenue Marketing & Pipeline Generation | Demand Generation | Lifecycle Marketing & Customer Retention | Account-Based Marketing | Go-to-Market Strategy | Product Marketing | Marketing-Sales Alignment | Attribution & Marketing Analytics | Forecasting | CAC & ROI Optimization | Marketing Automation & CRM | Martech Stack Management | Paid Search | Paid Social | SEO/SEM & AEO | Content Marketing & Lead Nurturing | Brand Strategy | Field Marketing & Events | Marketing Operations | Cross-Functional Team Leadership | Budget Management

TECHNOLOGY & TOOLS

CRM & Marketing Automation: HubSpot, Microsoft Dynamics 365, Salesforce, Marketo, Eloqua, Pardot, Zoho

Project Management: Wrike, Asana

AI: Claude for marketing analytics and strategy; building an AI-assisted campaign planning app

CERTIFICATIONS & AWARDS

- HubSpot Inbound Certification
- Marketing Campaign of the Year, Healthcare - Rx and Services | The American Business Awards, Bronze | NextGen HIMSS14
- Best Marketing or Sales Brochure or Kit (Online/Electronic) | Silver Stevie Award | NextGen Ambulatory EHR
- Marketing Campaign of the Year, Health Products & Services | Bronze Stevie Award | HIMSS13

EDUCATION

Bachelor of Science, Business Administration and Marketing

Millersville University, Millersville, PA, 1999