

Clay Parker

Director of Demand Generation · AI-Fluent B2B Revenue Marketing Leader · \$15M+/Q Pipeline

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SUMMARY

B2B SaaS revenue marketing leader with 16 years designing full-funnel demand generation and lifecycle engines that produce \$15M to \$20M+ per quarter in marketing-sourced pipeline and \$25M+ in ARR growth. Deep expertise across Demand Gen, Lifecycle, Customer Marketing, ABM, and GTM strategy. Proven team builder with 8+ years managing and scaling high-performance marketing teams across enterprise and mid-market SaaS. Builds the AI tools his teams run on.

EXPERIENCE

EZO

Director of Demand Generation

Remote · May 2026 – Present

Own the end-to-end demand generation engine for a B2B SaaS asset management platform. Lead a team of 4 (growing to 5) across paid, website, email, in-product, and virtual programs, accountable for pipeline, CAC, and scaling marketing operations through an aggressive growth phase.

- Drove \$2M+ qualified pipeline in the first quarter through integrated demand campaigns and cross-functional alignment
- Reduced CAC 20% in Q2 through paid media optimization and precision targeting across Google Ads and LinkedIn
- Improved website lead capture conversion 15% through funnel testing, CTA optimization, and landing page refinement
- Launched automated nurture sequences converting at 22%; accelerated lead velocity through behavioral segmentation
- Built team infrastructure: hired a demand operations specialist and a marketing analyst to scale execution

Zapier

Senior Manager, Demand Generation & Lifecycle

Raleigh, NC · Jun 2025 – Apr 2026

Managed the Demand Generation and Lifecycle team, owning full-funnel strategy and execution driving \$15M+/quarter in qualified pipeline across mid-market and enterprise.

- Drove marketing-sourced pipeline through integrated ABM, lifecycle, in-app, and field programs
- Ran the enterprise ABM motion on 6sense intent data; prioritized the target account list and coordinated buying committee programs across Economic Buyer, Champion, and Influencer personas
- Architected the lifecycle engine connecting trial activation, mid-funnel nurture, expansion signals, and retention plays to product usage data and pipeline stage
- Partnered with RevOps and data teams on automation, reporting, and campaign tooling; used Claude Code and Cursor daily to move faster across research, analysis, and execution
- Aligned with Sales and RevOps on MQL-to-SQL SLAs, pipeline coverage targets, and funnel definitions

Pendo.io

Senior Manager, Customer Marketing

Raleigh, NC · Aug 2022 – Jun 2025

Led customer growth marketing driving \$20M+/quarter in marketing-sourced pipeline through cross-sell, upsell, and retention programs across the full customer lifecycle.

- Improved MQL-to-opportunity conversion 15% and reduced churn 2% YoY by rebuilding nurture with behavioral triggers, persona-specific paths, and early-warning health scoring from Pendo usage and Salesforce signals
- Generated cross-sell and upsell pipeline through automated lifecycle programs, behavioral segmentation, and in-app activation targeted by usage signals and expansion readiness scoring
- Led GTM execution for 4 product launches: messaging hierarchy, launch sequencing, enablement, and coordination across Product, Sales, and CS
- Built and scaled the customer marketing team; set pipeline targets, attribution methodology, and weekly performance reviews

Cisco · 9 years, 4 promotions

Team Manager, Digital Lifecycle & Performance Marketing

Raleigh, NC · Dec 2020 – Aug 2022

Managed a team of 8 driving global customer growth for Cisco's Cloud & SaaS business across 6 product lines and 3 major launches.

- \$15M+ in ARR growth through lifecycle and performance marketing programs
- Churn reduced 2% YoY through targeted retention campaigns and lifecycle automation
- Product adoption +20% over 2 years through coordinated in-product and email activation
- NRR +3% over 2 years through structured expansion and customer advocacy programs

Senior Lifecycle Marketing Manager

Raleigh, NC · Apr 2017 – Dec 2020

- 4x growth in new bookings, generating \$10M+ in net new ARR
- Consistently exceeded quarterly goals for pipeline, bookings, and customer lifetime value
- Designed nurture and re-engagement programs that accelerated pipeline velocity and improved MQL-to-close conversion
- Established shared funnel definitions and SLA frameworks to align marketing and sales handoff

Global Marketing Lead, Integrated Demand Generation

Raleigh, NC · Mar 2016 – Apr 2017

- Unified cross-channel upsell, cross-sell, and retention strategies, increasing net ARR and product retention
- Built reporting frameworks to track revenue performance across the full customer lifecycle

Marketing Manager, Omni-Channel Demand Generation

Raleigh, NC · Sep 2013 – Mar 2016

- Lead volume +40% through aligned messaging and precision audience targeting
- Conversion rates +25% via systematic A/B testing and funnel optimization
- Influenced pipeline +30% by coordinating marketing and sales touchpoints
- CAC reduced 18% through improved targeting, channel efficiency, and attribution modeling

ALCOLOCK

Marketing Program Manager

Raleigh, NC · Jul 2012 – Sep 2013

- Generated leads through content marketing, email, and multi-channel campaigns; aligned content, product, sales, and CS on messaging

Creative Artists Agency

Field Marketing Manager

Raleigh, NC · Apr 2010 – Nov 2012

- Managed enterprise account marketing for Fortune 500 clients including Pepsi and Starbucks; led a team of 25 across all major North Carolina markets, running brand campaigns for NCAA and NASCAR events

CORE SKILLS & TECHNOLOGY

Disciplines	Demand Generation · Revenue Marketing · Lifecycle Marketing · ABM · Full-Funnel GTM · Customer Marketing · Growth Marketing · Pipeline Acceleration · PLG · Cross-sell & Upsell · Churn Reduction · NRR Improvement
Leadership	Team Management · Cross-functional Leadership · GTM Execution · RevOps Alignment · Budget Management · MQL/SQL Management · Funnel Conversion Optimization
Channels	Paid Search & Social · Email · In-App Messaging · Marketing Automation · Content · Events & Field · Direct Mail · Virtual Programs
Tech Stack	Marketo · Salesforce · HubSpot · 6sense · Demandbase · Pendo · Eloqua · Google Ads · LinkedIn Ads · Google Analytics · Tableau · Zapier
AI	Claude · Claude Code · Cursor · Anthropic API · built and shipped 16 AI tools and skills (richardclayparker.com)

EDUCATION & CERTIFICATIONS

University of South Florida · B.S., Political Science · Tampa, FL · 2001–2005

Certifications: Marketing Automation Fundamentals (Eloqua) · Digital Specialist · Groundbreaker Award (Cisco)