Gene Volfe

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Demand Generation & Growth Marketing Leader

I'm a growth-obsessed marketing leader focused on one thing: helping companies grow. I build the demand generation engines that feed Sales high-quality pipeline and consistently exceed revenue targets, across B2B SaaS, AI, and technology. My range spans ABM, digital marketing, product-led growth, and lead generation, all built on an AI-first foundation that keeps everything I do fast, sharp, and focused on results. I set go-to-market strategy and build the campaigns behind it myself, and I partner closely with Sales and Product because that's where growth is won, in pipeline, in lead quality, and in revenue delivered.

Core Competencies

❖ AI-Powered Marketing & Automation ❖ Pipeline Acceleration ❖ Go-to-Market (GTM) Strategy
❖ Account-Based Marketing (ABM) ❖ Product-Led Growth (PLG) ❖ Demand-Gen Strategy ❖ Lead Generation
❖ AEO (Answer Engine Optimization) ❖ SEO/SEM ❖ Marketing Automation
❖ Field Marketing ❖ Content Marketing & Thought Leadership

Professional Experience

Director of Marketing & Demand Generation

IP Consulting Inc. (Contract) | Jan 2026 – Present | Managed IT Services (MSSP)

- ❖ Own marketing strategy and budget as sole contributor, build quarterly plans, the martech stack, and manage co-marketing programs with partners including Huntress, TD Synnex and Direct Protect Security
- ❖ Built the full-funnel demand engine from the ground up, generating 1,200+ leads, 150 SQLs, and 25 new opportunities in under 10 months while doubling website traffic and demo requests.
- ❖ Own paid acquisition across Google Ads, Meta Ads, and LinkedIn Sponsored Ads, running continuous A/B tests on audiences, creative, and offers, and reallocating budget toward top performers
- ❖ Leverage generative AI across the entire marketing stack to build core assets end-to-end, including a 120+ page website rebuild, 10 eBooks, and 8 webinars with optimized landing pages
- ❖ Run full-cycle campaigns monthly, combining ABM, webinars, vertical-specific nurture tracks, and targeted gifting, and equip Sales with case studies and enablement content
- ❖ Launch new service offerings with Product teams and drive inbound pipeline through SEO, AEO, self-serve demos, and interactive assessments

Director of Marketing & Demand Generation

Viso Trust | Jan 2025 – Aug 2025 | AI-powered third-party risk management (TPRM)

- ❖ Built and launched a full-funnel ABM and SEO strategy, increasing MQL-to-SQL conversion rates by 55%
- ❖ Managed paid media across Google Ads, Meta Ads, and LinkedIn Ads, testing audiences, messaging, and offers, and drove a 70% surge in website traffic and 3x increase in demo requests
- ❖ Integrated generative AI across the entire demand generation and marketing lifecycle, from research and messaging to content creation and performance analysis, accelerating execution and improving quality
- ❖ Introduced a product-led growth (PLG) strategy supported by webinars and digital events, creating a steady flow of qualified leads that fueled pipeline growth and shortened the sales cycle
- ❖ Partnered closely with Sales and Product to reposition messaging and create high-value thought leadership content that elevated brand authority and engagement
- ❖ Owned and managed company events and field marketing programs, driving engagement across target accounts and key industries

Director of Marketing & Demand Generation

Riverstone Consulting (Sole Proprietorship) | Feb 2023 – Jan 2025 | Clients: Sardine.AI, Nauto, Archera, KBWeb

- Developed integrated demand generation programs across digital, ABM, webinars, email nurture, and outbound campaigns to drive pipeline growth
- Built annual marketing plans, budgets, channel strategies, and KPI frameworks aligned to revenue and pipeline goals
- Led ABM initiatives targeting enterprise accounts through personalized campaigns, audience segmentation, and multi-channel engagement to drive pipeline growth and account expansion
- Managed end-to-end event and webinar strategy including promotion, attendee acquisition, and post-event follow-up
- Oversaw website strategy, SEO, landing pages, and conversion optimization to improve engagement and lead generation
- Directed digital marketing programs across LinkedIn Ads, Google Ads, retargeting, and email automation to optimize performance and ROI

Director of Demand Generation & Growth

Incode Technologies | May 2022 – Feb 2023 | AI-driven identity verification platform

- Built and scaled a 6-person demand gen team, delivering $25M in new ARR in under 12 months
- Designed and executed an integrated ABM and digital demand engine (paid, content, lifecycle) that exceeded marketing-sourced pipeline goals
- Transformed GTM strategy with Sales and Product, accelerating enterprise deal velocity and ACV
- Drove cross-channel acquisition through webinars, landing pages, videos, and thought leadership content, significantly improving lead quality and engagement

Director of Demand Generation & Growth

Adesto Technologies | Nov 2018 – Apr 2022 | IoT & enterprise technology

- Owned global demand generation strategy, consistently surpassing pipeline goals across product lines
- Led ABM and digital marketing campaigns that expanded market share and increased conversion velocity
- Owned field marketing and global events, overseeing sponsorships, onsite experiences, and executive dinners
- Supported new product launches with messaging, positioning, and campaigns that accelerated adoption

Senior Demand Generation Manager

Talari Networks | May 2015 – Oct 2018 | SD-WAN networking technology (acquired by Oracle)

- Built and executed multi-channel demand generation programs that consistently exceeded pipeline goals
- Led field marketing and global events, engaging enterprise accounts and accelerating opportunities
- Owned the customer community and advocacy program, boosting retention and referrals while driving growth
- Managed the SDR team and inside sales operations, aligning outreach and qualification to improve conversion and pipeline velocity

Education

Santa Clara University | Bachelor of Science, Marketing

Technical Marketing Stack

❖ HubSpot ❖ Salesforce ❖ 6sense ❖ Claude ❖ Claude Design ❖ Google Ads & Analytics ❖ LinkedIn Ads
❖ Terminus ❖ Outreach ❖ ZoomInfo ❖ WordPress ❖ Influ2 ❖ ON24 ❖ Clay ❖ SEMrush