

Nash Haywood, MBA

Growth & Digital Marketing Leader for B2B SaaS

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EXPERIENCE

15+
years in B2B SaaS

COMPANIES

Redis · Cloudflare · Gong
Docebo · Genesys · ESET

BUDGET & TARGETS

\$5–30M
~15x program ROI target

GLOBAL TEAM

5–35
people led, internal + agency

SUMMARY

- Growth marketing leader for high-growth companies, pre- and post-IPO
- Centrally lead product-led, sales-led, and hybrid GTM motions, measured on growth rate, efficiency, and ARR
- Own growth end to end, from planning and forecasting to channel execution across paid media, web, and lifecycle

EDUCATION

MBA, University of Massachusetts Global

BS, Business Administration, York College of Pennsylvania

Advanced Growth Strategy, Reforge

EXPERIENCE

Redis

2026 – Present

Director, Digital & Growth Marketing

Lead growth marketing for Redis, the real-time data platform and context engine for AI agents. Own pipeline and closed-won ARR across self-serve and enterprise motions, with a \$5M+ budget across three regions.

- Cut cost per marketing-sourced opportunity 63% in the first 90 days across all three regions, by reallocating budget, tightening account targeting and segmentation, and improving the website path to evaluation
- Lead agent-led growth with one AEO, GEO, and SEO strategy spanning content, technical infrastructure, and external citations, with measurement built in
- Run full-funnel paid media across search, social, display, and video, from awareness to conversion
- Shape GTM strategy across account targeting, campaign segmentation, and lifecycle workflows
- Lead the website experience and CRO program, from first visit to product evaluation
- Plan, forecast, and allocate the growth and demand marketing budget each quarter
- Build and deploy production AI agents for content creation and campaign setup

Cloudflare

2022 – 2025

Director, Global Digital Marketing

Owned the digital growth engine through Cloudflare's scale past \$2B in annualized revenue. \$30M global program budget across paid search, paid social, programmatic, email, and CRO, with an internal team and agency network across NA, EMEA, and APAC.

- Tripled annual digital-sourced pipeline from ~\$197M to ~\$612M over three years by reshaping the channel and media mix around lead-quality signals and account-level intent
- Drove a 131% YoY increase in marketing-sourced pipeline and a 129% YoY improvement in pipeline per media dollar by overhauling account-based GTM strategy, targeting, and cohort measurement
- Increased paid search opportunity volume 44% and cut cost per qualified lead 79% by reconfiguring campaign targeting and bidding around closed-loop data in Skai, BigQuery, and Tableau
- Reduced agency and operating fees 82% through a team and agency restructure, redirecting savings into experimentation infrastructure and AI-assisted content production
- Built the digital marketing data model connecting paid media performance to opportunity and ARR data, creating shared metrics across digital, demand gen, and field marketing

- Delivered 25+ repeatable campaign systems across acquisition and expansion motions, each with built-in measurement and reusable creative architecture

Gong

2021 – 2022

Director, Digital Marketing

Designed and delivered the unified growth engine during Gong's multi-product and international expansion. \$20M program budget across paid search, paid social, programmatic, brand TV, podcasts, and influencer.

- Drove 129% YoY pipeline growth and 117% SQL growth through the expansion from one product and region to a multi-product, global business, running brand and demand as one integrated system
- Lifted website conversion 32% through a redesign and consistent CTA architecture
- Grew organic traffic 46% via content and technical SEO restructuring
- Defined and shipped the measurement and attribution model across brand and performance, giving the GTM exec team a single ROI view of every marketing dollar
- Aligned a 12+ person team and 5 agencies on one shared set of KPIs, ending channel-vs-channel reporting

Docebo

2020 – 2021

Head of Acquisition Marketing

Built and led the acquisition function through Docebo's shift from a single-product LMS to a multi-product learning platform. \$15M program budget across web, paid, lifecycle, and partner channels, supporting enterprise sales-led and product-led motions in parallel.

- Drove 37% growth in enterprise opportunity creation with a 1:1 ABM motion connecting account selection, multi-channel orchestration, and sales plays
- Raised average deal size 31% YoY by leading the repositioning from product (LMS) to platform (learning suite) and rebuilding messaging, channel mix, and conversion around the new ICP
- Increased inbound lead volume 57% across web, search, social, affiliate, and email by unifying acquisition into one connected system instead of five separate channel programs
- Lifted email-sourced opportunities 142% by moving from batch sends to trigger-based lifecycle automation
- Built the affiliate program that drove a 38% lift in website conversion volume

Genesys

2017 – 2020

Director, Demand Generation

Owned global digital demand generation for a \$1B+ contact center and CX platform across 10+ languages and three regions. \$20M program budget across ABM, paid media, marketing automation, and CRO. Inherited a fragmented regional demand engine and left it operating as one global system.

- Grew digital-attributed revenue 78% YoY by moving ~500 search, social, and display campaigns from channel-level CPL to opportunity-level ROI bidding
- Doubled digital-sourced bookings YoY and lifted campaign ROI 56% by replacing manual bidding and channel-by-channel reporting with one optimization model tied to pipeline economics
- Designed global ABM across enterprise and mid-market, increasing average opportunity size 34% through account-level multi-channel automation
- Grew email-attributed opportunities 68% by moving marketing automation from scheduled programs to behavior-triggered campaigns
- Established the Martech Center of Excellence and a weekly, monthly, and quarterly operating cadence; trained 100+ marketers and partnered with 25+ field and sales leaders globally

TECHNOLOGY

Build & AI: Claude Code, Anthropic API, n8n, MCP; ships production apps on Cloudflare (Workers, D1, R2)

GTM, Search & Analytics: Profound, HubSpot, Marketo, Eloqua, 6sense, Demandbase, Terminus, RollWorks, Skai, Marin, Google Marketing Platform, BigQuery, Tableau, Looker, GA4

Advertising: Google Ads, LinkedIn Ads, Meta Ads, Reddit, X, The Trade Desk, CTV