

ALEX GROSSMAN

Marketing Leader | Story Architect | Building Brands that Grow Businesses

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WHAT I CAN DO FOR YOU

As companies grow, their stories often fragment. Leadership says one thing. Product says another. Sales tells a third story, while customers experience something else entirely. I've built my career closing that gap. I turn customer insight, product truth and leadership vision into a singular narrative that aligns brand, product, demand and sales, then bring that story to market in ways that build belief, establish trust, create preference and drive growth.

Across 20+ years in B2B technology, I've built and led global teams spanning brand, creative, communications, PR/AR, customer marketing and content, combining storyteller instinct with modern operating rigor. I connect top-of-funnel brand strength to measurable business performance across awareness, search, consideration, pipeline and revenue. Most recently at HiBob, this approach helped build one of the category's most envied brands while marketing-sourced pipeline scaled 54% YoY to \$201.7M in 2025, delivering \$137.1M in closed-won business while late-stage conversion improved to 68% — demonstrating the commercial power of a brand built to move the business.

WHAT I BUILD

- **Belief That Drives Growth:** I translate complex technology into human-centered stories that build understanding, trust and preference, then connect that belief to measurable outcomes across awareness, search, consideration, pipeline, revenue and customer growth.
- **Narrative Alignment:** I close the gap between product, leadership vision and market perception, creating the shared story and messages that align brand, product, demand, sales and customer experience.
- **Creative Teams:** I build environments where multidisciplinary creators do their best work, setting a clear vision, maintaining high standards and giving talented people the trust and freedom to push further.
- **Integrated Experiences:** I lead storytelling across the full customer journey, from brand, advertising, product launches, to PR/AR, executive storytelling, digital experiences, customer marketing and events.
- **Scalable Creative Systems:** I build brand governance, modular systems and AI-enabled workflows that increase speed and capacity without sacrificing craft or consistency.
- **Player-Coach Leadership:** I move comfortably between strategy and execution, from shaping the narrative and pitching leadership to reviewing copy, creative, campaigns and agency work.

MY PROFESSIONAL EXPERIENCE

HiBob — VP, Corporate Marketing | Jan. 2022 – Dec. 2025

Led global Corporate Marketing at HiBob through one of the company's defining growth chapters, building and leading a 30+ person organization across brand, communications, PR/AR, customer marketing and creative. Led a category-defying brand and narrative transformation as HiBob evolved from an emerging HR technology challenger into a recognized global HCM platform, building a top-of-funnel flywheel that powered a broader brand-to-demand engine. Across my nearly four-year tenure, I helped drive an estimated \$470M+ in cumulative marketing-sourced new-business pipeline while helping scale ARR nearly 9x, from approximately \$29M to \$250M+ by the end of 2025.

- **REINVENTED THE HIBOB BRAND FOR A NEW CATEGORY OF HR,** leading a global identity and narrative transformation that moved HiBob away from conventional corporate SaaS visual language

toward an award-winning, bolder, more human, socially fluent brand built around new logo, organic forms, photography, illustration and conversational storytelling.

- **BUILT A HUMAN-CENTERED STORYTELLING ENGINE**, directing the creative vision across advertising, product launches, executive storytelling, digital experiences, customer engagement and flagship events. Global creative platforms including *Have You Met Bob?*, *Everything Starts with HR* and *People Proud* helped move HiBob from **#9 to #5 in unaided recall in the U.S. and #6 to #5 in the U.K.**, while branded keyword search increased **35-55%**.
- **TURNED HIBOB FROM A PRODUCT MARKETER INTO AN INDUSTRY VOICE**, building a research-led content, editorial, PR and executive thought-leadership engine that transformed customer and workplace insight into conversations bigger than the product itself. Achieved the **#1 share-of-voice position annually** across key U.S., U.K., Israel and Australia markets during 2023-2025 and secured major analyst recognition across Fosway, Hackett Group and Sapient, establishing HiBob as a go-to voice on the future of work and HCM.
- **MADE THE BRAND REVOLUTION MATTER TO THE BUSINESS**, creating the *People Proud* platform and a full-funnel narrative system connecting brand story, solution narrative and product proof across advertising, web, PR/AR, thought leadership, events and sales. The transformation helped **reactivate 100+ stalled enterprise opportunities**, supported the emergence of **\$100K+ enterprise deals**, and gave sales a more differentiated story for competing with upmarket brands Workday, ADP and UKG.
- **CONNECTED BRAND MOMENTUM TO COMMERCIAL GROWTH**, helping the integrated marketing organization **generate \$201.7M in marketing-sourced new-business pipeline in 2025**, up 54% YoY, while marketing-sourced programs delivered \$137.1M in closed-won revenue — clear evidence that **stronger awareness, search and category authority deliver measurable commercial performance**.
- **EXTENDED THE BRAND BEYOND ACQUISITION INTO BELONGING**, launching Heartcore HR and later In Good Company as communities and advocacy platforms that deepened relationships with customers and HR leaders, exceeded first-year growth goals by **100%**, and generated **\$1M+ ARR across three years** through cross-sell, expansion and renewals.
- **BUILT THE SYSTEM THAT LET THE BRAND SCALE WITHOUT LOSING ITS SOUL**, establishing global brand governance, creative operations and AI-enabled workflows that accelerated campaign and content development, gave regions room to adapt, and protected the distinctive character and quality of the brand as HiBob expanded globally.

WANDisco | Head of Brand Marketing | Oct. 2020 – Jan. 2022

Architected brand strategy during WANDisco's transformation from legacy software licensing to a cloud-first enterprise platform. Partnered with executive leadership to translate highly technical data infrastructure into clear, compelling stories that accelerated customer understanding and market adoption.

- **Integrated Launches:** Directed creative strategy supporting major platform announcements and strategic partnerships with AWS, Microsoft Azure, and Infosys, aligning product, partner, and corporate storytelling.
- **Brand Evolution:** Developed messaging frameworks and creative foundations supporting WANDisco's commercial transformation while strengthening consistency across campaigns and customer communications.

Persado | Vice President, Brand & Creative | Sept. 2019 – Sept. 2020

Created a high-performing studio team from the ground up, establishing governance and creative systems to support growth. Partnered directly with executive leadership to demystify enterprise AI by translating complex machine learning into clear, human-centric business narratives.

- **Creative Leadership:** Directed brand strategy, executive storytelling, keynote presentations, and thought leadership that established Persado as a trusted voice in the emerging AI landscape.
- **Brand Systems:** Built scalable brand governance and creative frameworks that enabled consistent storytelling across marketing, communications, and customer engagement.

Sage | Vice President | Brand Marketing & Global Creative Director | Apr. 2016 – Aug. 2019

Drove global brand strategy and direct-to-customer marketing during Sage's transformation from legacy accounting software to a modern cloud platform, helping millions of accountants, small business owners, and ERP customers understand, trust, and adopt a new generation of cloud technology. Oversaw team of 48 across NAM, EMEA, and APJ and annual creative and media budget of \$8M.

- **Consumer Brand Building:** Led global, multi-channel campaigns driving cloud adoption among SMBs and accountants with integrated advertising, digital experiences, and customer engagement.
- **Cultural Storytelling:** Engineered high-profile brand partnerships with global cultural figures—including Richard Branson, Gwyneth Paltrow, and Peter Jones—crafting human, relatable narratives to drive deep cultural relevance.
- **Immersive Brand Experiences:** Directed creative strategy for global flagship conferences, executive keynotes, films, and experiential programs, pushing the brand into immersive customer touch points.
- **Global Brand Leadership:** Governed brand standards, messaging, and creative systems across all regions, balancing unified global consistency with critical regional flexibility.

Riverbed Technology | Senior Director | Marketing Communications & Brand | Feb. 2007 – Apr. 2016

Directed a 12-person internal creative and event team on a \$7M budget, scaling brand management, corporate advertising, and flagship user experiences as the company grew from \$235M to a \$1.1B leader.

- **Platform Repositioning Strategy:** Guided the visual and verbal transformation of the company from a niche technical vendor into a trusted enterprise platform giant, launching a global governance system to maintain narrative coherence.
- **Building Trust in Innovation:** Educated enterprise markets to trust and confidently adopt complex, emerging cloud technologies by translating intricate networking technical capabilities into clear, high-performance business value.
- **Flagship Experiential & Executive Events:** Produced recurring annual global user conferences (5000+ attendees) and analyst summits (200+ attendees) bringing core platform narrative to life, building lasting credibility and trust with C-level decision makers and influencers.

Publicis | Creative Director | Mar. 2002 – Feb. 2007

Built the creative foundation of my career developing award-winning B2B and B2C campaigns across print, digital, and broadcast. It was here I discovered the strongest brands aren't built on features, campaigns, or products alone. They're built on shared beliefs. Strong brands create clarity and differentiation, inspire confidence, and give customers, employees, and communities something meaningful to join.

- **Consumer Storytelling:** Transformed customer insight into compelling campaigns for **Microsoft, Wells Fargo, HP, Bermuda Tourism, Geyser Peak Winery, Sprint Mobile, Nestle, and El Camino Hospital**, building authentic brand affinity through emotionally resonant storytelling.
- **Creative Leader Philosophy:** I created environments where remarkable people felt trusted enough to challenge one another, generous enough to build on each other's thinking, and inspired enough to create work none of them could have produced alone.

RECENT AWARDS & RECOGNITIONS

- 2024 | MarComm Platinum Award – Corporate Marketing Team Body of Work (HiBob)
- 2024 | MarComm Gold Award – Thought Leadership Excellence (HiBob)
- 2020 | Greater SF Ad Club Bronze Award – Integrated Advertising Campaign (Persado)
- 2019 | Asia-Pacific Stevie Gold Award – Invictus Games Sponsorship & OOH Campaign (Sage)
- 2019 | AVA Digital Platinum Award – "Ambition" UK Digital Marketing Strategy & Branding (Sage)

EDUCATION

University of Texas at Austin | Bachelor of Science (B.S.), Advertising