

Ajit Desai

A visionary marketing leader with 16+ years of experience in B2B IT, driving revenue growth through data-driven strategies and innovative marketing solutions. Proven expertise in developing account-based marketing (ABM) and omnichannel campaigns that deliver measurable results, enhance sales pipelines and directly contribute to revenue. Adept at managing global teams, aligning marketing efforts with corporate goals, and fostering cross-functional collaboration. Skilled in budget management, campaign strategy, and leveraging MarTech tools to nurture accounts and move them through the sales funnel. Committed to delivering exceptional customer experiences through innovation and AI-driven insights.



[Photo](#)

Career:

- [Deltek - Replicon](#), Director of Marketing, July 21- Present
 - Delivered transformative marketing strategies across digital, ABM, and events, resulting in a 20% boost in brand engagement and a 30% increase in lead-to-conversion rates.
 - Led a team of 16 specialists and managed a \$2.8M budget, optimizing ROI while enhancing lead nurturing to drive 40% of accounts to sales-qualified stages.
- [Demand Matrix Inc.](#), Director of Marketing, 2019 – 2021
 - Elevated brand visibility with integrated campaigns, increasing website traffic by 40% and leads by 8%.
 - Spearheaded a thought-leadership podcast and directed go-to-market strategies, driving revenue growth across North America and the UK.
- [SMARTe Inc.](#), Senior Product Marketing Manager, 2018 – 2019
 - Launched a Sales Intelligence product that expanded market share by 15% and generated 35% more pipeline opportunities through events and webinars.
 - Boosted organic traffic by 40% via optimized SEO and enhanced TOFU conversions.
- [Seclore Inc.](#), Director of Marketing Operations, 2014 - 2017
 - Led global inside sales to achieve a 60% productivity increase, driving pipeline growth.
 - Directed multichannel campaigns with budgets up to \$100K, strengthening market presence and improving channel partnerships in EMEA.
- [e-Zest Solutions](#), Marketing Manager, 2012 – 2013

- Crafted high-impact AWS campaigns, boosting MQLs and reducing CAC through strategic digital marketing initiatives.

Education:

- Master's in digital marketing, University of Portsmouth, UK | 2023
- MBA in Marketing, The Open University, UK, 2021
- Diploma in Business Administration, ICFAI, India, 2008

Media presence:

- Featured on 20+ industry-leading podcasts, sharing insights on marketing strategy and B2B innovation.
 - [Powerful Lessons for Corporate Leaders](#)
 - [Exploring Go-to-Market Strategies That Deliver Success in Marketing Programs](#)
- Contributed to two acquisitions (DemandMatrix and Replicon) by managing marketing initiatives and driving overall revenue growth through the strategic alignment of marketing and sales functions across multiple roles.
- Developed and implemented advanced customer segmentation techniques, improving targeting accuracy and campaign effectiveness.