**Madeline H. Belfoure**

Atlanta, GA 404.271.6611

madeline.belfoure@gmail.com [madelinebelfoure.com](https://www.madelinebelfoure.com/) [linkedin.com/in/madelinebelfoure](https://www.linkedin.com/in/madelinebelfoure/)

Senior Marketing Leader

Corporate marketing leader for 15 years providing strategy, brand positioning, revenue marketing programs, sales enablement and communications. Member of senior leadership teams articulating the value of marketing and its results for the business. Proven results from integrated marketing campaigns for commercial, SBM and vertical sales teams, digital, partners and re-sellers.

Strong experience in B2B / technology / financial services companies with annual revenues from $5M to over $1B, marketing teams (2 staff up to 20+) and marketing budgets from $500k up to $7M.

Branded 8 corporate entities and numerous smaller companies. Developed compelling customer journeys to increase loyalty and affinity. Created effective communication programs to engage employees.

|  |  |  |
| --- | --- | --- |
| * Strategy | * Digital Marketing | * Thought Leadership |
| * Brand Positioning | * Revenue Marketing | * Employee Engagement |
| * Sales Enablement | * Measurement/ROI | * Corporate Communications |

**PROFESSIONAL EXPERIENCE**

**Senior Vice President of Marketing 2019-Present**

**TransCard,** Chattanooga, TN

Building the marketing strategy and team for TransCard, an integrated global technology and payments company redefining payment solutions. Refining the brand positioning and messaging to better communicate the innovative, market-leading pay-in/pay-out technology.

* Teaming up with a top 10 commercial bank to launch a corporate payments platform (with RTP as one of the payment choices) for their customers.
* Reinvigorating marketing relationships with financial services partners, including the development of a new business solutions package with expense management and payroll/1099 payments.
* Leveraging vertical expertise providing solutions for healthcare, property management, insurance, transportation and financial services clients.

**Senior Marketing Consultant,** Atlanta, GA **2018-2019**

Senior marketing consultant for several technology companies on strategy, branding and revenue marketing opportunities. Worked pro-bono for the non-profit, Men Stopping Violence, providing strategy and hands-on support for their development efforts. Wrote a fiction novel.

**Senior Vice President, Head of North America Marketing,** 2013 – 2018 **2009-2018**

**Elavon,** Atlanta, GA

Built from the ground-up and led a large marketing team that delivered strategy, marketing programs, sales enablement, customer communications and employee engagement.

* Created marketing strategy with senior leadership to support business and revenue goals.
* Delivered thought leadership and content strategy to position Elavon as industry leader.
* Collaborated with business development leaders and internal partners on Go-to-market strategies.
  + Garnered 1,400 qualified commercial leads a year from tradeshows, conferences, customer events, email campaigns, webinars, digital media and sponsorships.
  + Implemented digital marketing campaigns with Costco that included SEO, Google Analytics, content marketing, social media, etc., that grew to 15% of all inbound leads within 18 months.

**Madeline Belfoure Page Two**

**Elavon Cont.**

* Developed campaigns resulting in a 10% - 97% lift in referrals (avg. 20% each) for Elavon’s partners.
  + Implemented Salesforce demand generation campaigns and Pardot customer email programs.
  + Provided monthly reporting and metrics on all marketing programs.
* Managed all customer and crisis communications and kept customers informed of impacts to their business. Utilized digital communications, online micro sites and other customer touchpoints.
* Improved speed-to-revenue and attrition through improved customer experience with onboarding and retention tools. Increased activation rates by 13%.

**Senior Marketing Contractor,** 2009-2013

Managed various large-scale, global marketing projects for Elavon, working directly with leadership of Corporate and European Marketing, Product, Product Management and other internal stakeholders.

* Collaborated on a global thought leadership campaign for security solutions focused on the total cost of payments. Resulted in multiple large, customized implementations averaging $200,000 each.
* Led six-month marketing program to launch Union Pay, the leading issuer brand in the Asia Pacific to 650,000 Elavon U.S. merchants. Significantly impacted 2011 4Q revenue by $4M.
* Developed value propositions and product positioning for Elavon’s Contactless payment capability to its merchants in Poland, Germany, UK and Ireland. Resulted in successful pilot programs.

**Founder & Partner – Marketing Services Firm 2010-2013**

**Lunation Marketing,** Atlanta, GA

Delivered senior level marketing services to businesses, including SaaS, staffing, financial services, residential services and manufacturing.

* Increased new clients 50% over two years for a leading Intuit QuickBase developer – only one of 30 in the U.S. Clarified offerings and identified enterprise capabilities. Created brand identity and developed online presence with videos, blog, online newsletter, e-mails and client communications.
* For largest temporary staffing agency in Atlanta, developed new positioning and value messages for corporate brand. Analyzed applicant experience and updated all materials, including branding the branch offices. In 2012, the company hired 30% more salespeople to meet demand.

**Senior Vice President, Marketing 2002-2009**

**Cornerstone Bank,** Atlanta, GA

Built marketing function at a start-up community business bank. Bank’s assets grew from $44M to $450M.

* Developed breakout brand in a space where community banking services had become a commodity.
* Recruited new investors through impactful shareholder presentations and meetings.
* Met with business line leaders to develop annual marketing plans. Based on business pipelines adjusted marketing support as needed.
* Surpassed first year deposit goals for new branches, averaging 140% to goal during a down market.
* Received 2008 Heart Award, given to one employee who demonstrates the “heart” of the company.

**Vice President, Marketing 2002-2006**

**Primary Capital,** Atlanta, GA

Delivered marketing strategy for real estate finance firm. Annual loan production grew from $1.1B to $2B.

* Created five new brand identities and innovative marketing programs to meet business objectives.
* Delivered integrated marketing campaigns for expansion into 23 states, increasing brand awareness and industry presence. Positioned company as an industry thought leader.
* Utilized online public relations and SEO to increase visibility with prospects and referral sources. Within two years, the wholesale lending group was ranked in the top 20 in the industry.

**Madeline Belfoure Page Three**

**EDUCATION**

Bachelor of Arts (BA) Degree in Journalism, Public Relations & Marketing, **The University of Georgia**

Certified Financial Marketing Professional Designation, **Institute of Certified Bankers**

American Bankers Association, School of Bank Marketing and Management, **University of Colorado**

**LEADERSHIP**

Graduate, Inspiring Global Leaders through Growth Program, Elavon

President's Pick, 2016 Pinnacle awards program, Elavon

Board Member and Volunteer Recruitment Chair, Atlanta Development Network, Elavon