

SUSAN MACKE

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Executive Summary

Global marketing and transformation executive with several decades of experience leading enterprise change at the intersection of marketing strategy, data, technology, and AI. Susan brings a proven record of building world-class, customer-centric marketing capabilities for leading corporations by translating complex technology and analytics into strategies that improve customer experience, drive revenue growth, strengthen brand differentiation, and deliver measurable business outcomes.

With executive leadership experience across the U.S. and Europe, she has led global technical, sales, and marketing organizations through multiple stages of company evolution—from building marketing foundations in high-growth startups to serving as Chief Marketing Officer for international publicly traded companies. Her work bridges marketing strategy, data, and technology, enabling leaders to move from customer insight to action and from experimentation to scalable, ROI-driven execution.

Known for leading end-to-end marketing transformation, Susan specializes in aligning digital, data, and AI-enabled (including Agentic AI) marketing operations with enterprise strategy—ensuring marketing organizations are designed around the customer journey and accountable for experience, growth, and performance. She brings a balanced executive mindset that blends creative vision with analytical rigor, excels at leading change in complex environments, and partners closely with C-suite leaders to modernize go-to-market capabilities and deliver sustained customer and business impact.

Skills & Expertise

Marketing Transformation	Marketing Analytics & Value	Global Marketing & Operations
Operating Model Design	Measurement	Leadership
Revenue Growth	AI-enabled Marketing Operations	Vendor, Agency & Ecosystem
Demand Strategy	Customer Insights & Decision	Management
Brand Strategy	Intelligence	Change Leadership & Capability
Market Positioning	Digital & Performance Marketing	Building
Customer & Audience-centric	Acquisition & Integration	Executive Communications &
Transformation	Leadership	Messaging Strategy
	C-Level Advisor	

Professional Experience

GENPACT

Global transformation services company delivering through data and AI to drive business results and culture shift.

Vice President, Digital Transformation | Miami, FL | 2022 – current

Build and scale a new line of business focused on growth and marketing transformation for CMOs, Chief Revenue Officers, Chief Sales Officers, Customer Experience, and Transformation executives across industries. Lead end-to-end marketing transformation across multiple lines of business, aligning decentralized capabilities with a centralized marketing operating model and enterprise strategy. Define, develop, and implement customer-centric growth solutions that drive revenue and brand impact by applying data, analytics, insights, and AI-enabled (including Agentic AI) decisioning across the full buyer and customer journey. Drive measurable business impact, including double-digit improvements in marketing efficiency and effectiveness, accelerated pipeline contribution, and multimillion-dollar revenue influence across client engagements.

FORRESTER

Joined Forrester through acquisition of SiriusDecisions in 2019. A leading global B2B/B2B2C and B2C research and advisory firm delivering actionable intelligence, transformative frameworks, and expert guidance.

CMO & Marketing Executive Services, VP & Executive Partner | Lexington, KY | 2018 – 2022

- Drive client engagements with global CMOs, VPs, and marketing leaders on marketing strategy and investment, marketing transformation, value and impact measurement, brand and communications, campaign planning, organizational design, customer experience and talent development. Provide thought leadership to directly impact client strategy, execution, and growth.
- Leader of advisory and research for Marketing Strategy, Transformation and Planning, working with clients in all industries to define achievable, measurable marketing strategies informed by and aligned to the business strategy, addressing the client's pressing priorities.
- Influence leading global brands through the research, creation, and publication of innovative frameworks and business models, with a focus on the adoption of marketing best practices and alignment of marketing, sales and product functions. Research and publication on the topics of Marketing Strategy, Campaigns aligned to audience needs, Transformation, Alignment across Marketing, Sales & Product, and Organization Assessment, Development & Design.
- Partner with Forrester Sales team to close prospects and support the onboarding process for new clients.
- Travel across the United States and internationally, 30% of the time, to meet onsite with CMOs and their teams, facilitate meetings and workshops, and participate in trade shows and industry events.

LEXMARK

A global leader in imaging solutions, Lexmark drives innovation to empower customer operations across 74 countries and generate \$3.6B in annual revenue.

Vice President, Global Marketing & Sales Enablement | Lexington, KY | 2016 – 2018

- Responsible for transforming marketing at Lexmark to move to SaaS, establish global sales enablement, consistency in messaging, digital and traditional capabilities, increased customer satisfaction, improved brand recognition, and sales growth for B2B and SMB. Integrated sales best practices across technologies, processes, and tools. Managed a team of 200, covering 74 countries worldwide, and an annual budget of \$20M.
- Planned and executed global campaigns and launches for all new products and solutions, representing approximately 40% of the portfolio. Ensured correct positioning, value propositions, messaging, and training.
- Defined sales enablement processes and standards, eliminated geography-based silos, and led the transformation to a fully centralized marketing function, while reducing costs by 28.6% (\$8M). This effort increased customer engagement by 60%, grew relevant customer references by 90%, and achieved a 95% renewal rate for services.
- Led the renewal of customer experience at Lexmark's Executive Briefing Center (EBC) to deliver 100% NPS scores for customer satisfaction and 90% for the understanding of company offerings. Headed a major revision of lexmark.com to refocus on customer experiences and deliver new and relevant content by country.
- Institutionalized a customer-focused strategy directly aligned to the phases of the buying cycle for Cloud and on-premise solutions. This enabled horizontal and vertical sales by industry to drive renewals and new business.

Vice President, Global Marketing & Product Marketing | Lexington, KY | 2013 – 2016

- Defined the Lexmark integrated product portfolio globally for solutions, software, hardware, and services, establishing an end-to-end offer for large enterprise and SMB. Updated 75% of the product portfolio and achieved a 95% customer renewal rate. Managed 4 direct reports and a full team of 60 personnel.
- Developed Lexmark's strategy for new services by industry, which generated a 30% increase in incremental revenue. Researched strengths following Lexmark's \$2B software acquisition and analyzed competitors for each product and offer. Created value propositions, trained sales teams, developed stories, and optimized web content.
- Established the B2B go-to-market strategy for the transformational integration of software and solutions. Researched user pain points and partnered with R&D to increase product features and lower costs.
- Created and executed a global rebranding initiative to complete Lexmark's evolution from a hardware to solutions company. Led briefings with 3 brand agencies and selected 2 partners. With \$1M and a 5-month timeframe, managed all deliverables to successfully complete the project, and initiated a substantial increase in sales.

QUADIENT (formerly NEOPOST)

Supporting business communications and shipping solutions, Neopost (EPA: QDT) generates €1.2B annually by helping companies better connect through hardware, software, and services.

Chief Marketing & Strategy Officer | Paris, France | 2011 – 2013

- Developed and led a global transformation strategy to shift from office mailing equipment to Cloud-based services and digital communications for enterprise. Guided product marketing and launches across geographies to achieve revenue growth of 30% during tenure. Managed a team of 250 and an annual budget of €15M.

- Developed communications and go-to-market strategies targeting enterprise and SMBs. Built strong marketing competency within markets and defined global messaging to unify the company and maximize reach.
- Hired a research firm to study customer behavior and technology in technologically advanced markets, including South Korea, Finland, and Denmark. This captured key insights on mail utilization and alternatives.
- Led the identification of potential M&A targets, vetted top opportunities with executive leadership, conducted due diligence, established integration performance milestones, and integrated two acquisitions into the R&D unit.

INTERNATIONAL GAME TECHNOLOGY (IGT)

A multinational gaming technology company generating \$4.69B in annual revenue (NYSE: IGT).

Chief Marketing Officer | Las Vegas, NV | 2010 – 2011

- Established a marketing organization to support IGT's key growth strategy for mobile gaming. Leveraged market research to define a highly competitive product portfolio along with global and regional marketing strategies.
- Managed a team of 70 marketers and analysts supporting global sales, and an annual budget responsibility of \$20M. Created a market-led culture focused on player behavior to drive portfolio planning, engineering, and sales.
- Utilized in-depth market research and analytics to identify player behavior, mathematically mapping games to align with specific player demographics and personae. Provided real time data on casino floor productivity and player personae, opening new opportunities for the joint testing and marketing of games with partners.
- Executed the first global advertising and social media campaign, partnering with casino marketing organizations worldwide. Identified games that fit best with specific casinos and launched new games to give operators a lead-time over competitors. Instituted key metrics to analyze performance, optimize spend, and maximize reach.
- Recruited top talent for marketing leadership roles and established IGT's initial social marketing function. Created consultative selling playbooks for the global sales teams based on operator needs and player behavior.

HEWLETT-PACKARD (HP)

A global leader in information technology generating \$52B in annual revenue (NYSE: HP).

Vice President, Global Marketing, Mobile Business | Palo Alto, CA | 2008 – 2010

- Developed a marketing strategy and led the execution of a plan to establish HP's mobile platform, achieved a non-Windows/Intel environment, and played a key role in the company's evolution beyond servers and PCs. Led a team of 45 personnel to establish the new Mobile Business Unit and corresponding platform within HP.
- Created a new portfolio of cutting edge products and led a \$15M new business development marketing campaign globally. Advanced differentiation with the PalmOS acquisition, which is still utilized in today's HP products.
- Defined and executed the global and regional product marketing and go-to-market strategies for smartphones and netbooks. Partnered with HP R&D and external partners that included Qualcomm and Google to augment early Android code. Delivered the new platform and portfolio plan, and secured buy in from sales leadership.
- Identified partnerships and paths to market for HP products and developed new partnerships with companies that included Verizon, Vodafone, and Telefonica. Managed the product strategy and worked closely with partner executives. Sold incremental product through the telecoms channel while partners gained enterprise revenue.

Early Technology & Marketing Leadership Roles | 1993 – 2008

- **Vice President, Product Marketing | NOKIA** | London, UK & Espoo, Finland | 2006 – 2008
- **Vice President, Sales and Marketing for EMEA | NOKIA** | London, UK & Espoo, Finland | 2004 – 2006
- **Vice President & General Manager, Smartphone Business Unit | SENDO** | Birmingham, UK | 2002 – 2004
- **Vice President & General Manager, Sales, Mobile Division | MOTOROLA** | Boynton Beach, FL | 1999 – 2002
- **Director, Software Engineering | MOTOROLA** | Boynton Beach, FL | 1994 – 1999
- **Senior Manager, Software Development | IBM** | Boca Raton, FL | 1983 – 1994

Advisory & Affiliations

Expert Advisor, Stanford Venture Studios

Advise Stanford Business School-affiliated startups on marketing strategy, customer experience, and AI adoption, helping founders translate technology and data into scalable growth and market impact.

Education

Bachelor of Science, Operations Research & Computer Science

Lebanon Valley College – Annville, PA

Board Appointments & Professional Affiliations

Board of Education, Mary Queen Elementary School (2019 – Present)

- Developed the 5-year integrated strategy for all schools in the Diocese (12 schools, 3300 students) execution process, and dashboards for monthly reporting. Working with the Board to execute the strategy and annual plans.

Catholic Charities, Lexington (2025-Present)

- Developed the 3-year strategy across the counties in the Diocese (50 counties, rural and underserved communities).

CMO Advisory Board EMEA (2011 – 2013)**Society of Industry Leaders (2009 – 2013)****National Association of Professional Women, California (2008 – 2011)****Who's Who in European Executives (2004 – 2006)****Embry-Riddle University, Advisory Board (1995 – 2002)**