



SoHo Places
December 2017 to June 2018

Maru/edr
February 2017 to December 2017

WORKEXPERIENCE

SoHo Places **Founder & Responsible for Customer Experience**

SoHo Places, 435 Broome street, a new space in the trendy SoHo neighborhood of New York City to accommodate some of the more than 1.3 million freelancers in the city and the increasing demand for affordable meeting space. A private and aesthetically pleasing modular work space for a new meeting experience that offers high-speed Internet, onsite concierge service, and complimentary high-end coffee. Other amenities include SoHo Booking — a Facebook Messenger bot — to reserve a seat by date, time and duration, and digital currency payment options using Bitcoin.

Accomplishments

- Self-funded, designed and launched new 2,600 sq co-working space concept in NYC with various partners.
- Sales: acquired paying 200 customers and built a community of 1,000 freelancers.
- Technology: proprietary Messenger Chat bot
- Brand: responsive website and brand strategy
- Marketing: social media, email marketing and retail marketing
- Partnerships & Community: build relationships with community organizations, Y92, chambers of commerce, and local businesses such as Artists & Fleas.
- KPIs: 240% Growth MoM, 38% conversion into repeat customers.

Director of Marketing & Customer Experience **Maru/Edr**

Leader in Voice of the Customer programs and a proud part of Maru Group – a technology enabled professional services firm delivering information and insight.

Challenges

Hired to introduce a new brand in the US customer research industry targeting Fortune 500. Responsible for designing and implementing the overall marketing strategy and digital brand marketing to drive sales.

Accomplishments

Led the implementation of all marketing tactics for lead generation and brand awareness:

- ✓ Lead generation program which included building a [CX Community of 100+ CX Leaders from Fortune 500 companies](#),
- ✓ Brand design with new UI/UX website redesign,
- ✓ Created, launched and managed all marketing programs: SEO, Adwords, emails campaigns, and social media,
- ✓ Organized 4 private events, and 4 speaking sponsored conferences to ensure high touch opportunities for sales,
- ✓ Worked closely with sales to produce compelling sales collaterals and engage customers through marketing outreach.



Great Eastern Energy
Brooklyn, NY
May 2014 to May 2016

LiveWorld Inc.
Manhattan, NY and San Jose, CA
June 2012 to May 2014

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Head of Marketing & Customer Experience

Great Eastern Energy (60 employees), leading supplier of natural gas, electricity and renewable energy in the Northeast.

Challenges: Hired as a change agent to transform GEE from a sales-focused, commodity business into a technology driven marketing organization with a strong customer-centric culture.

Accomplishments:

Managed and mentored a team of 7 (social media, advertising, and content managers, webmaster and graphic designer).

Digital Marketing

- Created new brand positioning, from conception to implementation.
- Build a web-services platform and launched an e-commerce new business channel. Implemented SalesForce, Pardot and other internal processes across the organization from back-end operations to sales.
- Hired, trained, and directed all marketing disciplines including digital, advertising, social, mobile, media, promotions, events, CRM, analytics, customer experience and partnerships programs.
- Hired EVP sales and achieved tight sales and marketing alignment using a strong personal focus on sales enablement through tools, content marketing and training. Armed sales team with cutting edge sales tools (online portal and sales methodology).
- Designed and managed the development of a new mobile application Ener-G Tracker, to provide energy data to customers and increase loyalty.

Customer Experience and Support

- Reorganized customer support department, trained agents and implemented a phone tracking quality system integrated with SalesForce reducing the number of complaints by 70% and increasing renewal rates by 30%.
- Generated critical insights through voice of the customer initiatives.

Employees Engagement: Defined and strengthened brand values through a number of employee engagement programs and training; e.g. Six Sigma, The Energy Bus.

Vice-President Marketing

LiveWorld (50 employees), social content marketing company providing solutions to improve relationship marketing, customer support, and market learning through engagement, moderation, and insight.

Challenges: Started in mid-'90s, LiveWorld had acquired knowledge in managing online communities on forums, but had missed building its brand. In the social media technologies explosion, the company is using internally outdated tools and processes that limit the company's growth. Managed and mentored a team of 4 marketers.

Accomplishments:

- Designed brand architecture analysis, and led the execution of a 360 degree global digital and social media marketing strategy that raised the company's brand awareness and created efficient and successful lead generation.
- Hired and led a twelve-person team and managed a \$1.3M marketing budget.

Brand Awareness

- Raised company profile through successful media recognition on Adweek, Forbes, Huffington Post, and speaking opportunities as well-recognized events at WOMMA, SXSW, ANA, and Social Media Week.
- Redesigned brand image with new responsive design website, and created solid engaged community of marketers and Twitter followers.

Lead Generation

- Implemented SalesForce and Pardot to score, qualify, nurture and send leads to sales. Through an integrated content strategy, and using laser-targeted social media advertising campaigns, build a 6K+ prospects database which lead to new accounts acquired Sony, LinkedIn, Kellogg's, GE, Bayer, and CA Lottery.



VIRGINIE
GLAENZER
EXECUTIVE

Archer Mobile
San Jose, CA
Jan 2011 to May 2012

eCairn
Los Gatos, CA
Dec 2009 to Dec 2010

DeepDyve
Sunnyvale, CA
April 2008 to November 2009

Socket Mobile (SCKT)
Newark, CA
Jan 2007 to March 2008

Inventop Software
Mountain View, CA
2002 to 2006

Gigraf Corporation
Redwood City, CA
1997 to 2001

ExecuTrain Corp.
Paris, France
1992 to 1997

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Director of Marketing & Social Media

Archer Mobile is the leading global provider of mobile engagement solutions.

Reported to CEO. In charge of rebranding and re-positioning the company to become an acquisition target using digital marketing strategies: iLoop Mobile was acquired in December 2011 by Lenco Mobile and became Archer Mobile. Company relocated to Seattle, WA.

Director of Sales and Marketing

eCairn brings science to social media engagement with eCairn Conversation™ on-demand collaborative solutions to identify, understand and measure social communities and key influencers.

Responsible for market introduction of Conversation 3.0 platform, which included sales, marketing, and social media strategies as well as managing a seven direct report team.

Senior Account Executive

DeepDyve provides affordable access across thousands of peer-reviewed journals. Content from the world's leading publishers including Reed Elsevier, Springer, Wiley-Blackwell and more.

Designed and executed sales strategy by targeting healthcare market and acquiring major customers with Roche, Genencor, Agilent and Applied Biosystem.

Senior Business Channel Manager

Socket Mobile provides portable computing and data collection hardware to maximize the efficiency of mobile workers.

In charge of 150 nationwide vertical Industry Partners in Automobile, Healthcare, Retail and Hospitality fields. In charge of marketing programs, increased by 60% the number of Partners, increased portfolio revenue by 40%, and launched reselling agreement to create the first complete mobile solution targeting the hospitality market.

Co-founder

BluePing is a patent-pending peer-to-peer platform creating spontaneous ad-hoc networks between devices to distribute Proximity Content. Using this technology, BuZZeeBee a location-based messaging application for retailers and local businesses offered a low cost solution to deliver true location-based advertising and content to reach customers. Company asset was sold to private company.

Co-founder

Software Company providing a new generation of graphical user interface to consumer market targeting OEM PC manufacturers
Raised \$250K seed capital, hired and managed a ten-person team.
Successfully managed software prototype development, signed deal with French OEM Manufacturer.

Director of Sales (1997)

Senior Inside sales (1995 to 1997)

Inside Sales (1992 to 1994)

PC Software Training Company, French Subsidiary of ExecuTrain Corp, USA.