



GREGORY J. MARINO

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ABOUT ME

Core Skills and Leadership Highlights

VISIONARY TECHNOLOGY LEADERSHIP:

Spearheaded global digital transformation initiatives, unifying enterprise technology strategies and driving breakthrough innovation for long-term business growth.

BUSINESS IMPACT & REVENUE ACCELERATION:

Delivered exceptional results including \$150M+ in annual sales growth and significant operational improvements by deploying advanced AI, predictive analytics, and scalable cloud solutions.

GLOBAL TEAM BUILDER & CHANGE CATALYST:

Built and led high-performing, cross-functional teams worldwide, successfully integrating technology across mergers, acquisitions, and enterprise-wide initiatives to maximize synergy and agility.

STRATEGIC ALIGNMENT & STAKEHOLDER ENGAGEMENT:

Bridged executive vision with technical execution, ensuring all technology investments directly translated into measurable value, competitive advantage, and market leadership.

Visionary Executive Orchestrates Enterprise Transformations, Elevates Operational Excellence, and Champions Innovation at Scale

Distinguished technology executive with 30+ years of global experience leading billion-dollar digital transformations and driving sustainable business growth. Proven success architecting and deploying large-scale technology solutions for Fortune 100 and start-up environments, delivering measurable impact through innovative digital strategy, AI adoption, and operational excellence. A trusted advisor to executive teams and boards, known for uniting cross-functional teams, accelerating revenue, and building cultures of innovation. Recognized for translating vision into results, enabling organizations to achieve market leadership and transformative value.

EDUCATION

HOFSTRA UNIVERSITY |

B.A., INTERNATIONAL BUSINESS

WHARTON SCHOOL |

BUSINESS STRATEGY

LINK

LinkedIn Profile:

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SUMMARY

Visionary Executive Orchestrates Enterprise Transformations, Elevates Operational Excellence, and Champions Innovation at Scale

Distinguished technology executive with 30+ years of global experience leading billion-dollar digital transformations and driving sustainable business growth. Proven success architecting and deploying large-scale technology solutions for Fortune 100 and start-up environments, delivering measurable impact through innovative digital strategy, AI adoption, and operational excellence. A trusted advisor to executive teams and boards, known for uniting cross-functional teams, accelerating revenue, and building cultures of innovation. Recognized for translating vision into results, enabling organizations to achieve market leadership and transformative value.

SKILLS

| | |
|--------------------------------|---|
| Digital Transformation | Technology Strategy & Architecture |
| Program Management | Global Staffing & Leadership |
| Risk Management & Security | Mergers & Acquisitions |
| Change Management | Full tech-stack modernization |
| Innovation and future proofing | Thought leadership |
| Asset rationalization | Leadership & Cross-Functional Collaboration |

WORK EXPERIENCE

SENIOR VICE PRESIDENT, GLOBAL HEAD - SALESFORCE PLATFORM PRACTICE

VIRTUSA

JAN 2021

I successfully led and transformed multiple large-scale programs, including a full tech-stack transformation for a Global Fortune 1000 company, resulting in significant business alignment, architectural excellence, and increased profitability.

My leadership and innovative strategies in QTC transformations and client engagement methodologies have driven revenue growth, reduced attrition rates, and expanded market presence.

TECHNICAL ACHIEVEMENTS TRANSLATING TO BUSINESS GROWTH:

- Expansive Orderbook growth: Average YoY% growth of 138% - Increased win rate from 7% to 24% in first year - 2X+ increase in large deal conversion (\$20M+) 2 deals to 4 per year - Architectural competency growth from 11% to 38%

STRATEGIC CONTRIBUTIONS:

Technology Strategy and Architecture

- Oversaw architectural design for all technology stack transformations and complex enterprise programs.

- Delivered scalable reference architecture for the 4th largest bank in the world, enabling a unified client view across all business lines.

- Recognized for rescuing a failing QTC transformation program, leading a team to deliver excellence through robust architectural design, comprehensive governance, and effective global staffing and onboarding. The initiative involved coordinating 100+ on- and offshore professionals across multiple disciplines for a Fortune 1000 company, unifying 32 countries and 21 billing systems into a single CPQ, Billing, and ERP platform. This multi-year, end-to-end tech-stack transformation operated at an \$8M annual run rate and met aggressive targets, achieving the first country's go-live within six months.

- Directed a three-year CPQ (Configure, Price, Quote) tech stack transformation for Europe's largest telco, globally staffing 125+ colleagues with a \$7M annual run rate.

- Validated technology strategies with leading analyst firms to ensure relevance and foster confidence among technical and business stakeholders.

Governance, Program Management & Profitability

- Participated and shaped the QBR with all large programs (50+ colleagues) ensuring business alignment, architectural excellence, and ensuring initial program success metrics.

- Responsible for P&L, quota attainment. Program profitability.

- Created and implemented seven GTM (Go-To-Market) strategies, each featuring structured methodologies for solution design, program governance, and change management.

Talent & Global Staffing

- Responsible for global staffing and onboarding, coordinating 100+ on- and offshore professionals across multiple disciplines for a Fortune 1000 company.

- Directed global staffing for a CPQ tech stack transformation for Europe's largest telco with 125+ colleagues.

- Business Alignment & Cross-Departmental Collaboration - Pioneered cross-departmental alignment between sales, marketing, and platform teams to optimize technology-driven GTM opportunities on a global scale.

- Developed and executed the MEE (Mature, Engage, Enable) practice strategy to align technical best practices across global sales, partner, and client organizations for revenue growth.

SENIOR VICE PRESIDENT & GLOBAL HEAD - CRM COE (MARSH)

MARSH & MCLENNAN

MAY 2019 - MAR 2020

Drawing on innovative strategies to modernize sales operations, drive digital transformation, and foster cross-functional alignment, I delivered substantial revenue growth, operational savings, and increased sales effectiveness across global teams and platforms.

TECHNICAL ACHIEVEMENTS TRANSLATING TO BUSINESS GROWTH:

- >\$435M of increment revenue growth both for new business and renewals. | Modernized the global big-deal support process resulting in \$75M additional revenue | Reduced client meeting preparation 800%+ with an annual manhours savings of \$2.5M hours annually.

STRATEGIC CONTRIBUTIONS:

Technology Strategy & Transformation

• Partnered with Global Sales Leaders to align technology strategy with \$4B annual new business objectives, driving measurable growth.

• Reviewed and optimized the client engagement tech stack at the request of the Global CTO, recommending strategies that reduced total cost of ownership and increased cross-OpCo selling, resulting in 20% license cost savings redirected toward growth.

• Designed and implemented a cross-OpCo data strategy and system architecture to integrate previously siloed CRM platforms, contributing to a \$1 billion annual revenue increase.

• Led the Salesforce transformation from Classic to Lightning for over 40,000 users, supported by a robust change management program to enhance user experience and adoption.

• Digitized Marsh's selling methodology (BBE) within Salesforce, creating a scalable framework for long-term business performance improvements and retention.

• Restructured the development team to increase efficiency by 20%, introducing agile methodologies and shifting from custom code to declarative tools.

Information Security & Risk Management

• Protected information security and proactively addressed AI-related risks at the C-level to safeguard client and opportunity data.

• Ensured compliance and risk mitigation through implementation of rigorous DevOps practices (e.g., 11-point service risk guidelines).

Mergers, Acquisitions & Integration

• Played a major role in the \$5.6 billion acquisition of JLT, providing technical guidance for onboarding 7,000+ colleagues and supporting sales process integration.

• Achieved first-time global visibility across OpCos of contact information and relationship depth at the account level, increasing account share of wallet and earning C-level recognition.

Team Leadership & Organizational Development

• Managed a global team of 54, including FTEs, contractors, and partners across onshore and offshore locations.

• Drove adoption and organizational change for thousands of users worldwide, enhancing efficiency and performance.

PRINCIPAL & GLOBAL ENTERPRISE TECHNOLOGY LEADER (MERCER)

MARSH & MCLENNAN

OCT 2016 - APR 2019

Driven by a commitment to innovation and excellence, I led transformative digital strategies and operational improvements that generated over \$150M in annual sales growth, enhanced efficiency for thousands of users, and delivered measurable increases in revenue, client engagement, and business performance across global teams.

TECHNICAL ACHIEVEMENTS TRANSLATING TO BUSINESS GROWTH: | Increased sales by \$150M annually | Implemented a new account planning application, resulting in a \$100M YoY sales increase | Led a complex technology solution to identify revenue leakage, recovering \$50M in the first year | Increased CRM adoption by 17 points |

STRATEGIC CONTRIBUTIONS:

Technology Strategy & Digital Transformation

•As a leader of the Global Sales operations team, developed a "voice of the customer" digital strategy aligning with the CEO's revenue growth priorities to foster deeper, more valuable client relationships.

•Replaced and implemented a new account planning application, resulting in a \$100 million sales increase in the first year and improved executive-level forecasting accuracy. •Developed and executed a global revenue strategy that guided the sales organization through a digital transformation, increasing user adoption by 17 points.

Business Growth & Revenue Impact • Developed and delivered technological initiatives responsible for over \$150M in annual sales growth. • Implemented new account planning applications, resulting in a \$100M YoY sales increase. • Led complex solutions to identify and recover \$50M in revenue leakage in the first year. • Increased CRM adoption by 17 points, boosting client engagement and retention.

Data & Analytics

•Introduced Qlik Sense BI analytics within the Salesforce platform, enabling client managers to gain clearer account insights and take action to exceed KPIs. This saved 600 client partners three hours of research weekly by consolidating data from eight sources.

•Integrated the Judy Diamond Database to support Wealth Management consultants, boosting the effectiveness of consultants and increasing the new business development pipeline by 30%.

Process Optimization & Risk Management

•Designed and launched a revenue leakage prevention strategy utilizing technology to proactively identify and recover lost revenue, resulting in a five-point gain within the first six months.

•DevOps' strategy increased annual releases by 100% and held the team to rigorous 11-point service risk guidelines

Training & User Enablement

•Transformed the training approach by introducing an On-Demand Digital Training Optimization Strategy. Delivered process-level, on-demand digital content that improved user guidance, increased CSAT scores, and provided actionable data for business decisions.

Collaboration & Integration

•Architected a solution to unify sales and marketing by capturing and displaying engagement data from campaigns, webinars, and web content. Provided drill-down dashboards and workflows at the account level to drive deeper sales conversations.

•Integrated all contact touchpoints into the CRM, increasing new business development (NBD) and client partner productivity, as well as the relevance of conversations.

Executive Engagement & Leadership •Ensure consistent engagement and buy-in from executive management throughout project execution to ensure ultimate success.

SALESFORCE PRACTICE DIRECTOR

MASTECH (NYSE: MHH)

MAR 2016 - SEP 2016

Through strategic digital transformation, innovative process improvements, and data-driven initiatives, I delivered substantial revenue growth, enhanced sales productivity, and consistently surpassed business targets across global organizations.

TECHNICAL ACHIEVEMENTS TRANSLATING TO BUSINESS GROWTH:

Surpassed revenue targets by 25%

STRATEGIC CONTRIBUTIONS:

Strategic Leadership & Business Growth

•Held full P&L responsibility, overseeing recruiting, go-to-market (GTM) strategy, client engagement, and project profitability, resulting in exceeding monthly placement targets.

•Developed and executed a commercial excellence strategy, enhancing sales team capabilities and driving overall business performance.

•Successfully established a new practice from inception to execution.

Technology Strategy & Process Optimization

•Directed digital transformation and process improvements, achieving notable revenue growth and sales productivity gains.

Sales Enablement & Market Positioning

•Sales Enablement: Empowered teams with tools and strategies to improve performance.

•Practice Promotion: Championed new or existing practices to strengthen market presence.

•Client Engagement Strategy: Developed approaches to strengthen client relationships and satisfaction.

•GTM (Go-to-Market) Strategy: Designed and led initiatives for successful product or service launches.

SALESFORCE PRACTICE- DIRECTOR OF SALES OPERATIONS/SOLUTION ARCHITECT

MASTECH (NYSE: MHH)

NOV 2014 - APR 2016

With a proven record of driving major revenue growth, optimizing sales processes, and spearheading digital transformation initiatives, I consistently surpass business targets and deliver substantial, measurable results across diverse organizations.

TECHNICAL ACHIEVEMENTS TRANSLATING TO BUSINESS GROWTH:| Set foundation for 10% YoY growth | Increase assets under management by \$3B | Improved renewal retention by 10% | Increase pipeline injection by 20% |

STRATEGIC CONTRIBUTIONS:

•Mastech: Re-engineered sales process and led complex Salesforce implementation, laying foundation for 10%+ YoY growth since 2014

•Thornburg Investments: Provided direction and design for digital marketing automation at Thornburg Investments, improving assets under management by \$3B while reducing the silos between sales and marketing.

•Thermo-Fisher: Created a cohesive data-driven actionable dashboard strategy leveraging dynamic dashboard so that from executive management dashboard, everyone down was looking at the same dashboard.

•Thermo-Fisher: Developed a Revenue retention strategy in Salesforce using OOTB functionality, improving renewal retention by 10% and driving pipeline injections by 20%.

FOUNDER & MANAGING DIRECTOR

PREVIOUS ROLE

• Developed an innovative technology to bring steel sellers and buyers into a dial-up online network.

• Created comprehensive business plans and marketing strategies, successfully raised venture capital, managed the P&L.

• Close engagement with investors and Board of Directors

• Implemented innovative solutions, driving significant improvements in operational efficiency and market reach.