

# Sarah Merker

Award-winning B2B marketing leader experienced in driving revenue growth and brand awareness for hyper-growth technology scale-ups and multinationals.

## 👤 Profile

I am a results-oriented marketing all-rounder, experienced in using the full marketing mix to find creative ways to grow sales, brand awareness and customer retention. I am an excellent team leader with a proven track record in inspiring others to achieve exceptional outcomes. My USP is my ability to combine creative thinking with a numbers-driven approach, which I believe is at the heart of all successful marketing.

## Contact Details

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## 📁 Employment History

### VP of Global Marketing, iProov

August 2021 — February 2023

### Head of Global Marketing, iProov

December 2019 — August 2021

iProov is a fast-growing scale-up focused on digital identity verification technology. I was the first global marketing hire and helped drive revenues from £3m to £19m in a 24-month period. I made a significant impact on the company's brand equity, executing successful programs to establish iProov as the industry leader, which drove investor interest and led to an early \$70m Series B. After 3 very productive and successful years, I resigned to take a short sabbatical before moving to my next role.

#### Key Responsibilities:

- Building strategic GTM plans by working with the Sales team to segment and profile target sectors and countries, providing marketing budget and ROI projections
- Planning and executing a global marketing strategy with local and sector focus to meet targets for demand generation and brand awareness
- Building a marketing engine to feed the sales funnel with a consistent flow of quality MQLs and pipeline opportunities, with a focus on maximizing conversion
- Leading tactical execution of marketing programs, targeting every stage of the customer lifecycle with the marketing mix: digital marketing (search, social media, website, blog, webinars), customer advocacy, content, campaigns, events, account-based marketing (ABM), channel, brand, and PR
- Distilling complex information to deliver messages through engaging storytelling
- Building a high quality/high volume content program that effectively engages audiences in multiple formats (video, graphics, presentations, whitepapers, animations) and drives inbound enquiries, using market research, customer stories, influencers, thought leadership, and partner and analyst content
- Launching and maintaining an ABM program, combining high quality targeted content and Ideal Customer Profiling to generate sales opportunities at key accounts
- Generating high quality sales leads (e.g. Apple) and brand visibility through stellar PR coverage (including Channel 4 News, PBS, CNBC, the FT, Sky News and the Today program) and awards
- Establishing iProov as the industry leader for biometric authentication, from a starting point of zero

- Building and leading a high-performing marketing team of 9, using the principle of 'Clarity is the New Clever' to empower people to creatively solve challenges with a data-driven approach
- Setting up and delivering on metrics and KPIs with regular reporting to key stakeholders
- Growing the marketing tech stack and ensuring the effective use of Hubspot, Salesforce, Google Analytics, Semrush and a host of other tools to generate ideas and deliver results
- Building a supplier ecosystem, including agencies for market research, PR and design

### **Global Marketing Director, Oracle**

June 2014 — July 2019

Oracle is one of the world's top technology companies, with 430,000 customers and 136,000 employees. I was global marketing leader for the Oracle Food and Beverage business unit, which was created following the acquisition of MICROS in 2014. I left Oracle in 2019 to take on a role with more impact in a faster-paced organization.

#### **Key Responsibilities:**

- Generating global demand and awareness of Oracle's point-of-sale technology within large and independent restaurants, hotels, bars, pubs, stadiums, and other hospitality operators.
- Creating and executing GTM marketing strategies to meet strict demand, pipeline, revenue, and new logo targets.
- Driving demand for direct sales in 30 countries and running channel programs in other regions, managing a team of seven field marketers as well as three content, social and event marketers.
- Planning and overseeing all marketing activity, which included product marketing, digital marketing (PPC, SEO, social media, email, website, blog, automated advertising and nurture campaigns), events (trade shows, customer conferences, customer shows, webinars and webcasts), content, campaigns, channel marketing, ABM, PR, influencer marketing, and telemarketing.
- Leveraging Oracle marketing automation platforms, such as Eloqua, to drive success.
- Planning and executing co-marketing with other Oracle products (CX Cloud, NetSuite) and partners.

### **Marketing Director, MICROS UK (acquired by Oracle in 2014)**

April 2011 — June 2014

MICROS was the global market leader in hotel property management and restaurant point-of-sale systems, with thousands of customers, from Marriott Hotels and Starbucks through to SMBs. My role included:

- Building GTM strategies to generate demand and pipeline across five markets (hotels, restaurants, retail, sports, and Microsoft Dynamics) to meet quarterly sales targets.
- Planning and execution of all marketing activity, including events, PR, digital, direct mail, telemarketing.
- Creation of all UK campaigns and content.
- Running a wide variety of events, including trade shows and customer conferences.
- Managing a team of five, including marketing administrators, telemarketing, and interns.
- Working as part of a global brand team, including a European head office in Germany and a US headquarters in Maryland.

## **Marketing Manager, Snow Valley (acquired by MICROS in 2011)**

February 2000 — March 2011

Snow Valley was a UK-based start-up providing e-commerce systems to retailers and hospitality operators, running the online retail technology for Clarks Shoes, Majestic Wine, and Punch Taverns. My role included:

- Setting up the marketing function to promote the company's e-commerce services to retailers.
- Being part of the strategic leadership team responsible for overall company strategy and planning.
- Planning and executing every aspect of marketing, including contact database creation, events, PR, direct mail, creating a highly respected blog, and working with partners.
- Setting up Snow Valley Insight to generate revenues from our e-commerce research, totaling £50,000 in the first six months through clients including ASOS and Royal Mail.
- Managing our Microsoft Gold Partner relationship, securing marketing budget, and winning Partner Marketing Campaign of the Year.
- Creating a paid intern program and successfully managing a team of marketing interns.

## **Education**

### **Postgraduate Diploma in Marketing**

#### **London Guildhall University/Chartered Institute of Marketing**

Awarded December 2002

### **BA Modern European Studies, First Class with Distinction for Spoken German**

#### **Nottingham Trent University**

Awarded May 1996

## **Interests and Other Information**

I enjoy running, reading, writing (I created a blog that was later turned into a best-selling book by the National Trust, the UK's biggest heritage organization), and I am season ticket holder at Brentford FC. I am a UK citizen, an Irish/European citizen, and I hold a full driving license.