



Yannis Souris

I help increase revenue
of B2B tech companies
by *building, syncing with*
sales and *scaling* their
marketing operations.

Services 1

Strategy and Tactics are based on a **custom framework** specifically designed and executed for individual tech companies.

Strategic

- Research (Company and Competitive)
- TAM Identification
- Custom Business Assessment
- Buyer personas definition and building
- First-Party Data Collection
- Financial Modeling
- Customer-Led Planning
- Marketing A plan for 3 6 and 12 months - Online Presence / TOMA
- Marketing B plan for 3 6 and 12 months - Lead Gen/Demand

Tactical

Pretty much all channels (digital and conventional) including:

- SEO Customer-Led SEO is designed to acquire, sell, and retain customers - not just rankings, traffic, and keywords.
- Paid Media Customer-Led Paid Media drives qualified brand awareness and sales KPIs like demos, trials, and SQLs - not MQLs.more revenue.
- Content creation and management including video
- email marketing, segment marketing, ABM and enterprise email tactics
- Influencer Marketing
- Social Media Marketing
- Events Online webinars and physical trade show

Services 2

Besides Strategy and Tactics, I consult and complete deliverables for the following:

Marketing/Sales Sync

- Sales and marketing alignment fundamentals
- Symptoms of sales and marketing misalignment?
- Investing in sales and marketing alignment
- Healthy sales and marketing alignment
- Challenges and missed opportunities

RevOps

- End-to-end marketing optimization — from planning & budgeting to execution & analysis.
- Analytics Insights
- Technology Transformation
- Data Stewardship
- Campaign Optimization
- Lead Management

Knowledge-based

- SaaS Marketing Workshops
- SaaS / Tech Marketing - Sales Alignment Workshops
- Coaching to marketing teams

Services 3

Moreover, here are some add on services that I can help with:

Internal Research-based

- Marketing budget assessment
- Marketing resource allocation assessment

Marcom Process-based

- MarkOps Stack assessment and building
- RevOps Stack assessment and building

B2B Tech Marketing Experience

I have been at the helm of Tech MarkOps for more than 15 years for the following companies:

Marketing Director, AUGMENTT Technologies (SaaS)

Directing and managing all marketing activities and programs of Augmentt Technologies a SaaS company with global MSP customer base and a leader in its field. <https://www.augmentt.com>

Lead Gen/Demand Manager, Plurilock (PLUR: TXX) (Cybersecurity)

Responsible for all Lead Gen/Demand activities for Plurilock™, an identity-centric cybersecurity company that protects enterprises using behavioral biometrics, machine learning and continuous authentication technology. <https://www.augmentt.com>

B2B / B2C Marketing Manager, Kivuto Solutions (SaaS EdTech)

Built a global B2B/B2C marketing strategy that drove revenue growth and brand awareness. Managed all aspects of OnTheHub brand. (the ecommerce branch of Kivuto) <https://kivuto.com>

Digital Marketing Director, KnowLand Courses and Workshops (EdTech)

Developed and delivered successful online marketing promotions and lead generation programs that included SEO and PPC initiatives for KnowLand, a professional development courses and workshops company. <https://knowland.ca>

Marketing Communications Manager, Feenics (ACaaS)

Design, development and delivery of online marketing and lead generation programs that include SEM, (SEO + PPC), Social Media Marketing, email Marketing initiatives for Feenics, a leading Cloud-based ACaaS technology company. <https://www.feenics.com>

Digital Marketing Director, Willis College (EdTech)

Successful Marketing and Branding of one of the most trusted career colleges in Canada. Strategized, designed and produced all ongoing digital marketing projects of the College. Digitally transform Markcom processes from legacy to fully automated systems. <https://williscollege.com>

Digital Marketing Director, MEDIAFORCE (Marketing Stacks)

Successfully created and managed digital marketing programs for Mediaforce's clients, a leading digital marketing agency with global scope. <https://mediaforce.ca>

Contact

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