



Yannis Souris

I advise technology CXOs and managers in generating awareness and demand for their solutions.

My passion is to help entrepreneurial, ambitious companies become well known, sought-after leaders.

Services 1

Strategy and Tactics are based on custom frameworks 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

- 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

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

B2B Tech Marketing Experience

Head of Growth, Teldio Technologies Corporation

Directed and managed successfully all lead generation / demand programs of Teldio Corporation, a leader in GPS tracking and fleet management software solutions. <https://www.teldio.com>

Marketing Director, AUGMENTT Technologies

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)

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.pluriloc.com>

B2B / B2C Marketing Manager, Kivuto Solutions

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

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

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

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 Marcom processes from legacy to fully automated systems. <https://williscollege.com>

Contact

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