



Education

BS - University of Missouri
Columbia, MO

MBA - Duke University
Durham, NC

Summary

I am a SFMC Certified Consultant with 20 years of success in organizing and implementing the strategies, technologies and operations necessary to design, measure and improve programs for globally-recognized brands.

PLATFORM

- STRATEGIST

ELI GLOBAL

- GROUP DIRECTOR

VMLY&R

- SR STRATEGIST
- MKTG AUTOMATION PRACTICE LEAD
- SOLUTIONS ARCHITECT
- PARTNERSHIPS MNGR

DEG

- DIR OF STRATEGY
- GLOBAL MARKETING AUTOMATION LEAD
- LEAD SOLUTIONS ARCHITECT
- PARTNERSHIPS MNGR

ATTAIN

- SALESFORCE MARKETING CLOUD PRACTICE LEAD

APPIRIO

- GLOBAL SALESFORCE MARKETING CLOUD PRACTICE LEAD

SILVERLINE

- MKTG AUTOMATION SOLUTION ARCHITECT

HIGHLIGHTS & SELECT ENGAGEMENTS

Established Expertise: Over 50 successful SFMC & Pardot Implementations.

Change Management: Led change management on implementation for AXS (100+ sports & entertainment venues).

Campaign Strategy and Delivery: Most effective D2C campaign in BCBS history (adopted by 13 BCBS plans).

Team/Project Management: Led teams of 4-50 including:

- Marketers
- Sales teams
- Project Managers
- Strategists
- Technical Architects
- Developers
- Creative Personnel
- Analysts, and more

MARKETING CLOUD

| | |
|--------------------|-------|
| Email Studio | ●●●●● |
| Mobile Studio | ●●●●● |
| Social Studio | ●●●●○ |
| Data Studio | ●●●●○ |
| Journey Builder | ●●●●● |
| Interaction Studio | ●●●○● |
| Salesforce DMP | ●●●○● |
| Pardot | ●●●●● |

IMPLEMENTATION & CHANGE MANAGEMENT

Animal Health

- Nestle-Purina
- Hill's Science Diet

Financial Services

- H&R Block
- UMB

Retail

- Gordman's
- Hallmark Cards

Fashion/Apparel

- Columbia
- New Balance

Sports/Entertainment

- AEG/AXS.com
- LA Kings

Healthcare

- Blue Cross-Blue Shield
- Invisalign

ROLES & STRENGTHS

| | |
|-------------------------|-------|
| Implementation | ●●●●○ |
| Change Management | ●●●●● |
| Strategy/Architecture | ●●●●● |
| Program Management | ●●●●● |
| HTML | ●●●●○ |
| AMPscript | ●●●●○ |
| Integration | ●●●●○ |
| Copywriting | ●●●●○ |
| Creative Art | ●●○●○ |
| Best Practices Guidance | ●●●●● |

STRATEGY & PROGRAM MANAGEMENT

Agriculture

- John Deere
- Bayer CropScience

Retail

- Marshalls
- HomeGoods

Fashion/Apparel

- Patagonia
- Adidas

Animal Health

- Bayer AnimalHealth

Healthcare

- Invisalign

Financial Services

- C-BIZ

WHAT SALESFORCE SAYS

Meggie Dials | Regional Vice President | Salesforce

I had the pleasure of working with Jeff in a variety of roles, all of which where he was supporting Salesforce Marketing Cloud (formerly ExactTarget). He was a tremendous partner and has robust knowledge of the digital marketing space, as well as our product specifically. Jeff always comes to the table with high energy, a great sense of humor, and depth. He made our clients look like heroes!

Dave Thomas | Senior Director, Content and Community | Salesforce

Typically, people who understand technology do not understand marketing and communications. Jeff Batte is the exception to the rule. Jeff combines a keen sense for technology and innovation with practical marketing expertise. Jeff's expertise doesn't stop there, though. He connects the dots between theory and practice. He understands companies need sound CRM databases to drive customer engagement, whether they are working on customer acquisition or customer retention.

Scott Sharby | Senior Manager, Alliances and Strategy | Salesforce

Not just an expert with our product, Jeff has the uncanny ability to motivate and inspire those around him - elevating everyone on his team to a new level.

WHAT OTHERS SAY

Sam Meers | Executive VP | Barkley

Sound marketing thinking combined with deep eCRM expertise. He is an invaluable resource.

John Kreicbergs | GM | Propaganda3

Expertise in email and eCRM strategy is remarkably deep

Dave Cacioppo | CEO | emfluence

Actively develops and executes effective strategies.

Steve McGinniss | Senior VP/Group AD | McCann

Jeff really came through. His expertise and leadership were much needed.

Nick Main | Creative Director | VML/Y&R

The unquestioned expert on eCRM. Not true until he says it. And when he does, it is gospel.