

I usually join when a technical B2B product has traction but the story and route to market are still taking shape. I make the product easier to understand and buy. Then I hire and lead the team, taking that story into partner marketing, events, outbound and the handoff to sales. I stay close to the machinery too, from CRM handoffs to API integrations and AI-assisted workflows.

\$163M

Pointy acquisition by Google

5x

first marketer roles

€10–15M

360dialog ARR growth

8

largest team managed

Experience

Dubformer · VP Marketing

Oct 2025 – Present

Enterprise media repositioning · AI dubbing for studios, broadcasters and localisation teams

- Reframed Dubformer Studio for enterprise media teams, putting review and control at the centre.
- Used the new positioning to sharpen the ICP, website, sales story and demo, then built the target-account plan for the relaunch.
- Built Dubformer's NAB Show campaign in Las Vegas: the booth and demo, pre-show outreach, media and analysts, then lead capture and follow-up.
- NAB led to enterprise pipeline with Disney, Amazon, Paramount, Sony, ByteDance and Bell Media.

360dialog · Head of Marketing

Oct 2023 – Oct 2025

€10M–€15M ARR · WhatsApp infrastructure for businesses

- Built 360dialog's marketing function as ARR grew from €10M to €15M, bringing structure to demand, partners, events and the handoff to sales.
- Introduced Performance Messaging, reframing the WhatsApp Business API around revenue outcomes for partners and customers.
- Made partner marketing the main growth channel, building activation programmes and events across Dubai, São Paulo, India and Europe.
- Set up an AI-assisted content and localisation process to adapt campaigns faster for regional markets without losing the core message.

Proxify · VP Marketing

2022 – 2023

2x revenue · European developer marketplace

- Built out the marketing team and led commercial marketing during a year when revenue doubled.
- Repositioned Proxify around vetted European technical talent so enterprise buyers had a clearer story for distributed hiring.
- Led enterprise ABM and brought SEM in-house, connecting target accounts and paid acquisition to website conversion and the sales handoff.

Mibo · Head of Marketing

2021 – 2022

500k users · Video meeting platform

- Set Mibo's positioning and early acquisition plan as the video platform grew to 500,000 users.

Pointy (Google) · Head of Growth Marketing

2018 – 2021

\$163M Google acquisition · Local inventory for independent retailers

- Joined as Pointy's first marketing hire, then built and directly managed a team of eight across acquisition, outbound and partnerships.
- Expanded growth beyond inbound by adding outbound and partner channels as Pointy reached 10,000+ US retailers.
- Stayed after the acquisition to help bring Pointy into Google's Local Inventory product family.

Handmade · Marketing & Growth Consultant

2014 – 2018

Marketing analytics training · Intercom, FIFA and Stage Entertainment

- Trained teams to use marketing analytics in day-to-day decisions, and wrote and taught TU Dublin's MSc digital metrics module.
- Advised startups on positioning and growth on a fractional basis, including Trustev, and did similar work with Enterprise Ireland, an Irish government agency.

Skills & approach

Positioning

I like finding the simple commercial story inside a complicated product, then carrying it through the ICP, website, demo and sales conversation.

Events and partners

I treat events as campaigns: audience and partner strategy, a useful demo, lead capture and follow-up.

Team leadership

I usually join as the solo or first marketer, then hire and build the team as the work grows. I've directly managed teams of up to eight.

Applied AI

As Dubformer's solo marketer, I use AI for more than drafting copy. I research markets, shape campaigns and build day-to-day marketing workflows with Codex, Claude Code and model APIs.

Builder

I don't stop at the plan. I shape the idea, write the page, set up the CRM and connect the APIs until the whole thing works.

Education

Udacity

Business Analytics

Dublin Business School

Postgraduate Diploma, Marketing

Dundalk Institute of Technology

BSc (Hons), IT Management and Computing

Earlier

Digiweb and GrabOne (INM)

First marketer roles

Worked across broadband, hosting and telecoms, then at a €30M+ local-commerce marketplace with 500,000+ subscribers and 1.2M+ transactions.