

Jill Sugita-Pappas

408.761.8585 | jillsugitapappas@gmail.com | <https://www.linkedin.com/in/jhulme/> | San Jose, CA

20+ Years in B2B & B2C Global Branding, Campaigns & Integrated Marketing Helping Transform Brands to Drive Demand & Growth

AREAS OF EXPERTISE

GTM Strategy Alignment	Global Branding & Integrated Marketing	Global Campaigns, Content & Creative
Digital Strategy & Operations	Data-Driven Insights & Decision-Making	Budget Management & Allocation
Innovative Mindset	Cross-Functional Collaboration	Managing High-Performing Teams

ACCOMPLISHMENTS

- **MIT:** Applied Generative AI for Digital Transformation Professional Certification (June 2024)
- **Fujitsu:** Increased revenue by 5700% and optimized ROAS by 57% by modernizing brand from the inside out with division's digital marketing transformation and global integrated campaigns during height of the pandemic shutdown.
- **Oracle Cloud & Developers:** Increased by 7X Oracle Cloud developer trial adoption worldwide by leading a cross-functional strategic initiative to transform to a try-and-buy product-led growth model and shift developer brand perception through a bold global rebranding strategy and integrated developer marketing.
- **Oracle Big Data & Analytics:** Halted industry criticism, propelling Oracle to Top 3 among competitors, contributing to Oracle Big Data 205% YOY growth in hardware and 402% YOY growth in software with cross-functional strategic initiative to shift go-to-market from point products to solutions, and global integrated marketing campaign.
- **Informatica:** Exceeded targeted campaign marketing pipeline goals by 127% by introducing innovative digital marketing.

CAREER HISTORY

Fractional CMO 2024 - Present
ZingIt, Berkeley, CA

- Conducted market and competitive research to define go-to-market entry launch strategy for Web3/blockchain startup.
- Developed corporate and product positioning and messaging framework.
- Identified AI features and functionality for product roadmap.

Senior Director, Global Integrated Marketing Campaigns & GTM 2022 – 2023
Azul, Sunnyvale, CA

- Drove 39% TOFU and 27% MOFU conversion improvement in 6 months, removing points of funnel friction by optimizing paid digital channels and rolling out LDR enablement and Highspot sales tools.
- Orchestrated company's first integrated marketing launch and global campaign of new DevSecOps product generating opportunities in less than 2 months and establishing integrated marketing cross-functional process.
- Piloted 6sense conversational AI ChatGPT email programs generating 8 enterprise opportunities in 1 month.
- Implemented a performance measurement framework to analyze and optimize campaigns.
- Introduced best practice methodologies like demand waterfall, customer journeys, and content pillars, to ensure cross-functional operational alignment and efficiencies with integrated marketing model.

Head of Integrated Demand Generation & Partner Marketing 2022
Dremio, Santa Clara, CA

- Took an expanded role during downsizing from Partner Marketing to leading Demand Generation and Partner Marketing.
- Strategized and orchestrated cross-functional marketing and ABM programs in partnership with AWS and Tableau.

Head of Marketing 2020 – 2021
Fujitsu, Sunnyvale, CA

- Increased revenue by 5700% and optimized ROAS by 57% for Imaging Solutions product during pandemic shutdown.
- Led global initiative to modernize division's brand partnering with Japan HQ stakeholders and regional leadership.
- Spearheaded marketing's digital transformation partnering with Japan HQ and division IT to implement first-ever MarTech stack; and integrated marketing to drive growth.
- Managed Marketing team of 11 and oversaw \$9M direct and contra revenue budgets.
- Led go-to-market shift from point products to industry solutions to address pandemic market changes.

Director, Global Strategic Initiatives – Global GTM & Integrated Marketing

2013 – 2020

Oracle, Redwood Shores, CA

- Led large-scale, global strategic marketing initiatives and global integrated marketing campaigns positioning Oracle as a market leader, driving business growth, and transforming go-to-market by securing executive support and aligning worldwide cross-functional virtual teams.

Oracle Cloud Infrastructure & Developers – Global Strategic Initiative

2016 – 2020

- Increased by 7X Oracle Cloud developer trial adoption worldwide by leading a cross-functional initiative to transform to a try-and-buy product-led growth model and shift developer brand perception through a bold brand strategy change and integrated developer marketing.
- Collaborated with product team to launch new Oracle Cloud free tier offering and implement UTM metrics tracking capabilities and optimizing UX to improve conversion to consumption usage.
- Managed global digital awareness and trial adoption campaigns, including the Global Digital Nurture Campaign strategy – outperformed industry standards for CTR and CTOR by more than 200%.
- Launched Oracle’s first-ever Reddit Ask Me Anything Developer Digital Campaign featuring third-party developer luminaries, resulting in consistent top #1 or #2 ranking and 10,000 uniques.
- Led DZone custom sponsorship digital programs to build awareness and engagement with open-source application developer community.
- Influenced regional sales and marketing teams to embrace Oracle and third-party developer meetups and user groups.

Oracle Big Data and Analytics – Global Strategic Initiative | Global Big Data Campaign

2013 - 2016

- Within 2.5 years, halted criticism around relevancy of Big Data and elevated company to 3rd largest global influencer among Tier 1 competitors within 1 year.
- Contributed to Oracle Big Data 205% YOY growth in hardware and 402% YOY growth in software with cross-functional strategic initiative to shift go-to-market from point products to solutions, and global integrated marketing campaign.
- Collaborated with Product Marketing and Product Management to write Big Data Messaging Architecture.
- Strategized and executed “Big Made Great” integrated marketing program featuring Oracle Team USA, Golden State Warriors basketball, and Penske Indy Car racing.
- Partnered with Oracle Big Data Evangelist and MIT on “Data is Capital” thought leadership global program and research.
- Captured 3,000+ webcast registrations and 30% attendance—a company record—with “Big Data at Work” series.

Principal Manager, Global Integrated Marketing Campaigns – Big Data and IoT

Informatica, Redwood City, CA

2011 - 2013

- Led global digital demand generation campaign for big data and IoT.
- Developed partner marketing digital campaigns leveraging MDF funds.
- Exceeded Global Big Data Campaign marketing sourced pipeline target by 127%.
- Collaborated with Information Week and INXPO to live stream a thought leadership series to Information Week subscribers, featuring analysts and customers, with integrated live tweeting and in-platform Q&A
- Brought innovative digital marketing best practices to revitalize go-to-market approach.

Marketing Strategic Consultant - Automobili Lamborghini

Jill Sugita Marketing Consulting, San Jose, CA

2010 - 2011

- Retained to harmonize corporate and club brands, built out customer brand loyalty and dealer programs.
- Launched new customer website, dealer portal, and marketplace to reinforce the brand and enable customers to interact directly with dealers.

Director of Business Planning, Marketing and Operations

6Connex, subsidiary of Design Reactor, Campbell, CA

2007 - 2010

- Drove agency planning, operations, and marketing strategy to transition from project-based to retainer-based accounts.
- Led spin-off of subsidiary and established as new category SaaS virtual event platform leader facilitating organizational and operational change from agency services business model to product-driven business model.
- Reduced annual spend \$500,000 by negotiating contracts and managing agency relationships.

EARLY CAREER HIGHLIGHTS

- **Senior Manager, Global Branding and Channel Marketing**, VERISIGN: Delivered on CMO's mandate to build, manage, and protect the brand – company's largest asset valued at \$888.6M.
- **Chief of Staff to the CEO | Director of Marketing**, ELECTRON ECONOMY: Provided marketing leadership and business strategy support to launch company within 4 weeks. Managed \$12 million annual marketing budget.
- **Client Services Supervisor**, RESOURCE MARKETING: Reporting to COO, deployed new business strategy to expand digital marketing services and secured \$10 million client with digital marketing needs.
- **Senior Marketing Manager**, PHILIPS ELECTRONICS: Developed channel integrated campaigns with 8 handheld device OEMs.
- **Account Manager | Account Coordinator | Intern**, CKS PARTNERS INC.: Contributed to national launch of Fujitsu PC notebook computers, achieving 90% brand recognition in the U.S.

EDUCATION

SANTA CLARA UNIVERSITY – LEAVEY SCHOOL OF BUSINESS, Santa Clara, CA

Bachelor of Science (B.S.) in Commerce | Major: Marketing | Minors: International Studies and Spanish

MIT Professional Education

Applied Generative AI for Digital Transformation Certification

ADDITIONAL EXPERIENCE

Marketing Portfolio: <https://www.jill-sugita.com/>

Video Introduction: <https://www.mccooy.io/reel/jillsugitapappas>

Written Articles and Blogs:

- [Igniting AI in Marketing: Cultivating Creativity and Innovation from the Ground Up](#)
- [5 Essential Strategies to Prepare for AI's Impact on Marketing](#)
- [Managing Organizational Change During Your Digital Marketing Transformation: The 4 Stages](#)
- [Building a Resilient Brand: Fostering Sustainable Growth from Within](#)
- [The Unified Digital Transformation: 5 Principles for Seizing Constant Opportunities](#)
- [Product-led Growth: 5 Ways for Marketing to Forge a Partnership with Product Management](#)
- [Fueling Data-Driven Transformation](#)
- [How Wearable Tech and The Internet of Things Helped Me Get My Groove Back \(Forbes\)](#)
- [How Big Data Is Transforming Sports and Making Me Faster \(Forbes\)](#)

Recognition:

- **Azul** – Marketing "Always Be Better" Value Award for continuous performance improvement and optimization of digital marketing.
- **Informatica** – INFAsar Award for leading enterprise software launch of big data and IoT capabilities, spurring Business Growth, Improvements to Bottom-Line Performance and Internal Business Improvements.
- **Santa Clara University** – Staff Recognition Award for exemplary student guidance and mentorship in marketing and business strategies, pivotal in the establishment and management of the inaugural student-led bar on campus.