

TAMMY BLYTHE GOODMAN

VP Marketing & Communications

Brand Strategy, Category Narrative & Revenue Growth in B2B Tech

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Strategic marketing executive with 20+ years leading brand, narrative, and communications strategies that drive revenue growth, category leadership, and enterprise adoption for B2B technology companies. Known for translating complex technology into clear market positioning, aligning cross-functional GTM teams, and building high-impact marketing engines that influence pipeline, enterprise sales, and industry visibility.

CORE EXPERTISE

Brand & Category Strategy | Market Positioning & Narrative Development | Go-to-Market Leadership | Executive Thought Leadership | Revenue Marketing Alignment | Integrated Marketing Strategy | Enterprise Technology Marketing | Marketing Team & Organizational Leadership

EXPERIENCE

2022 – Present

VP, Brand Marketing & Communications | EX.CO | New York, NY

Lead brand, narrative, and communications strategy for a global video technology company serving premium publishers and media owners, driving market positioning, executive visibility, and cross-functional GTM alignment across marketing, product, and sales.

- Built full-funnel brand, narrative, and content engine aligned with sales priorities — contributing to **20% YoY revenue growth and a 52% increase in inbound leads**.
- **Developed company-wide GTM messaging and positioning frameworks** for key product expansions (CTV, DOOH), aligning sales, product, and marketing around a unified narrative that supports pipeline development and enterprise sales cycles.
- **Lead a cross-functional marketing team** spanning brand, design, content, social, events, and marketing operations; manage a **\$1.7M global marketing budget** and allocating resources to initiatives that increase market visibility, strengthen category positioning, and support revenue growth.
- Elevated brand visibility and industry credibility through thought leadership, social strategy, and executive positioning — growing LinkedIn engagement by **nearly 1000%** and securing **15 major industry awards**.
- Partner with executive leadership to develop media commentary, bylines, and conference visibility that amplify C-suite voice and support enterprise sales conversations.
- Founded EX.CO's first Women's ERG and helped launch the company's first global walkathon, strengthening culture and cross-office connection.

2017 – 2021

VP, Communications | SpotX (acquired by Magnite) | New York, NY

Built and executed a high-impact communications strategy for a \$116M+ global ad tech leader, strengthening market credibility, industry visibility, and strategic positioning during a period that culminated in the company's acquisition by Magnite.

- **Drove 24% SOV in 2020**—surpassing key competitors for the first time—and **secured nearly 300 earned media placements, 55% in top-tier outlets**.
- Developed integrated marketing and communications campaign that **drove \$17M+ in political advertising revenue** and **opened strategic partnerships with Fortune 500 advertisers** and

agencies, and sparking direct conversations with Dentsu, Nielsen, Roku, The Weather Group, and Unilever.

- Orchestrated strategic comms for international expansions and GTM launches, including Pluto TV LATAM (**33% conversion, >\$8K in attributed revenue**) and a GroupM partnership (**jumpstarting conversations with 20+ major media companies** such as AMC Networks, Discovery, Sling, TMobile, and WarnerMedia).
- Oversaw robust awards program **netting 10+ honors** from Digiday, Cynopsis, Crain's, Stevie Awards, and others—bolstering credibility across HR, product, and marketing.
- **Directed internal comms during pivotal moments** including M&A, pandemic response, and DEI rollouts; served on DEI Steering Committee to foster inclusion across the organization.

2016 – 2017

Director, Global Communications | Innovid | New York, NY

Owned and executed the global communications and content strategy to position Innovid as the video ad tech leader for brands and agencies.

- **Built and scaled a full-funnel content engine**—from thought leadership to blog strategy—aligned with commercial goals and executive positioning.
- **Partnered with C-suite and product leads to craft compelling narratives** that educated the market on emerging video trends and Innovid's differentiation.
- **Secured consistent, high-impact press coverage across tier-one outlets** including WSJ, Ad Age, Adweek, CNBC, Fast Company, and Business Insider, helping to drive brand awareness and sales conversations.
- **Led award submissions strategy, resulting in multiple industry accolades** (e.g., Crain's Best Places to Work, Digiday Video, IAB MIXX, Inc. Best Places to Work).

EARLIER EXPERIENCE

Marketing Communications Manager | **Taboola**

Media Relations Manager & Editorial Manager | **ooVoo**

Writing Team Manager | **Gameloft**

Copywriter | **Sony**

EDUCATION

Master of Fine Art, Film | **Columbia University**

Bachelor of Arts, Communications: Visual Media & Literature: Cinema Studies | **American University**

INDUSTRY LEADERSHIP

Speaker:

- Cannes Lions Beet.TV panel, "CTV IRL: Croisette Confessions on Revenue, Reach & ROI" (2025)
- #Cannesversations podcast with Stefanie Beach by Unplugged Collective (2025)
- Media Unscripted podcast with Annie Krukowska, "AI, Attention & The New TV Engine" (2025)
- NYU Integrated Marketing Summit, "The AI Revolution in Marketing" (2025)

Honors:

- Honoree: Cynopsis Top Women in Media Honoree: Marketing Trailblazers (2025)
- She Runs It Education Loan Grant Recipient (2021)
- Profiled by Marketing Brew in their "Coworking With" series, highlighting leadership style and marketing philosophy (2024)

Founder: #WomenofAdTech (WOAT) within AdTech God Slack community

Mentor: She Runs It (a non-profit serving women in the marketing, media, and tech industries)