

TAMMY BLYTHE GOODMAN

tammyblythegoodman@gmail.com | linkedin.com/in/tammyblythe | www.tammyblythegoodman.com | 213.926.0135

VP Marketing & Communications

Brand, Category Strategy & Revenue Growth in B2B SaaS

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 global GTM teams across regions, 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 | AI-Powered Marketing Operations | Executive Thought Leadership | Revenue Marketing Alignment | Integrated Marketing Strategy | International Marketing | Enterprise Technology Marketing | CTV, Video & Ad Tech Ecosystem | Team Leadership

EXPERIENCE

2022 – Present

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

Brought in to stabilize and execute a full-scale rebrand (new name, website, positioning, and market narrative) for a machine learning-driven video technology company serving premium publishers and media owners. Led the brand transformation from fragile post-launch to category-recognized.

- **Built and scaled an always-on content and thought leadership engine across web, social, and video**—driving a **52% increase in inbound pipeline** and contributing to **20% YoY revenue growth**.
- **Integrated AI tools** across content and thought leadership production, **cutting output time by ~80%** and enabling a lean team to operate at significantly greater scale.
- **Defined GTM messaging and positioning** for key product expansions (CTV, DOOH), partnering closely with product marketing on messaging frameworks and enabling sales to drive more effective pipeline and enterprise conversations.
- **Standardized messaging, content, and GTM workflows across teams**, transforming ad hoc marketing efforts into a repeatable engine supporting pipeline growth and sales enablement
- **Led a cross-functional marketing team** spanning brand, design, web, content, social, events, and operations; managed a **\$1.7M global marketing budget**, allocating resources to initiatives that drive visibility, positioning, and revenue growth.
- **Elevated brand visibility and industry credibility** through thought leadership, social strategy, and executive positioning — growing LinkedIn engagement by **nearly 1000%**, securing **19 major industry awards**, and driving increases in inbounds, pipeline contribution, and overall brand authority in the market.
- **Partnered with customer-facing teams** to improve adoption, retention, and expansion through clearer positioning and lifecycle touchpoints
- **Shaped executive communications and thought leadership**, positioning C-suite leaders as credible industry voices through media, bylines, and speaking opportunities.
- **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.
- Led strategic comms for international expansions and GTM launches, including Pluto TV LATAM (**33% conversion, >\$8K in attributed revenue**) and a global GroupM partnership (**jumpstarting conversations with 20+ major media companies** such as AMC Networks, Discovery, Sling, TMobile, and WarnerMedia).
- **Supported analyst relations efforts**, contributing to briefings and positioning with firms including Gartner and Forrester to strengthen market credibility alongside earned media strategy.
- 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)
- Profiled by Marketing Brew in their "Coworking With" series, highlighting leadership style and marketing philosophy (2024)
- She Runs It Education Loan Grant Recipient (2021)

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

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