

MARTIN LLOYD

Enterprise GTM & Revenue Marketing Leader

Account-Based Marketing · Demand Generation · Partner Marketing · Pipeline & Revenue Growth

London, UK | +44 7754 000 345 | martlloyd87@gmail.com | linkedin.com/in/martinlloyd87

■ EXECUTIVE PROFILE

Senior enterprise B2B marketing leader with 15+ years driving pipeline acceleration, executive engagement and revenue growth across global SaaS, fintech and ecommerce organisations. Proven record building scalable ABM, demand generation and partner marketing programmes that influence **\$100M+ pipeline** across EMEA and global enterprise accounts. Owns **\$500k–\$3M budgets** and leads high-performing teams within organisations from **\$200M–\$2B+ revenue**, partnering closely with Sales, RevOps and executive stakeholders to accelerate complex enterprise deal cycles and deepen strategic account engagement. Combines strategic leadership with hands-on execution across enterprise ABM, executive programmes, partner ecosystems and AI-enabled GTM workflows. Currently advising on GTM strategy and commercial growth as a Non-Executive Director at Clear Voice, a non-profit delivering critical language interpretation services for refugees.

■ CORE EXPERTISE

ABM & DEMAND GENERATION

- Enterprise ABM
- Account-Based Experience (ABX)
- Demand Generation
- Pipeline Generation & Acceleration
- Strategic Account Marketing
- Campaign Strategy & Optimisation

PARTNER & CHANNEL

- Partner & Channel Marketing
- Partner Ecosystem Marketing
- Co-Marketing & Co-Selling
- MDF Investment Strategy
- Partner Enablement
- Channel & Technology Ecosystems

LEADERSHIP & OPERATIONS

- Global GTM Strategy
- Executive Engagement Programmes
- Executive Events & Sponsorships
- Enterprise & Field Marketing
- Marketing Operations & Attribution
- Team Leadership & Budget Management

■ PROFESSIONAL EXPERIENCE

FICO — Global analytics & decision management technology leader

Global ABM Director

Oct 2025 – Present

- Own global ABM strategy across Tier 1 enterprise accounts, supporting **multi-million-dollar pipeline** and complex, multi-stakeholder deal cycles.
- Designed and scaled a global **1:1 ABM framework**, aligning sales, marketing and partners to deepen engagement across strategic accounts.
- Embedded partner ecosystems into ABM programmes, increasing influence in late-stage opportunities and expanding average deal value.
- Built reporting infrastructure linking ABM and partner activity directly to **pipeline progression, win rates and revenue contribution**.
- Introduced AI-driven workflows across 6sense, Seismic and Demandbase to automate account insight generation, cutting manual research by **~70%** and enabling real-time personalisation.
- Piloted LLM-powered partner co-marketing workflows, compressing campaign production cycles from **weeks to days**.

Demand Generation Director, EMEA

May 2023 – Sep 2025

- Delivered **125% of pipeline target** across UKI, Nordics, South Africa and EMEA industries, directly supporting regional revenue growth objectives.
- Owned a **\$1.6M budget**, reallocating investment toward high-performing channels and executive programmes.
- Designed C-suite executive programmes influencing **\$6M+ annual pipeline** and late-stage deal progression.
- Built a flagship executive workshop series generating **\$25M+ pipeline over three years** from Tier 1 enterprise accounts.
- Increased lead-to-opportunity conversion by **40%** through tighter sales alignment, qualification frameworks and performance optimisation.
- Acted as senior marketing advisor to regional sales leadership, shaping GTM planning and pipeline strategy.

Commercetools — Cloud-native commerce platform

- Head of Global Partner Marketing

Jan 2022 – Mar 2023

 - Built the global partner marketing function from inception, growing and leading a **team of 8** and owning MDF investment strategy with measurable ROI.
 - Delivered **115% of a \$13.2M partner pipeline target** through partner-led programmes.
 - Enabled co-selling via joint GTM campaigns and account collaboration with strategic partners.
- Marketing Manager, UK & Northern Europe

Apr 2020 – Jan 2022

 - Owned regional marketing strategy, delivering integrated demand generation across digital, ABM and field.
 - Contributed to pipeline attainment during a high-growth SaaS scale-up phase.

GoCardless — Global payments provider

- Partner Marketing Manager

Dec 2018 – Jan 2020

 - Led global partner marketing strategy across technology and channel ecosystems, delivering joint campaigns that drove enterprise pipeline growth and product adoption.
 - Built co-marketing programmes with strategic partners to accelerate market expansion and strengthen GTM alignment across Sales, Partnerships and Marketing.
 - Developed partner enablement frameworks and campaign toolkits to improve partner activation, engagement and contribution to revenue objectives.

9Spokes — Fintech data & analytics platform

- EMEA Marketing Manager

Jul 2017 – Dec 2018

 - Led EMEA demand generation and partner-led marketing programmes, contributing to **30% customer growth** and a **10% YoY revenue increase**.
 - Delivered integrated campaigns and executive workshops with enterprise banking partners to improve acquisition efficiency and strengthen strategic relationships.
 - Reduced CAC and improved marketing ROI through performance optimisation, regional GTM alignment and targeted partner engagement initiatives.

Earlier Career Experience — Various Sales, Marketing & Agency Leadership Roles

2009 – 2017

■ EDUCATION & PROFESSIONAL DEVELOPMENT

Loughborough University	BA (Hons) Industrial Design & Technology
Inflexion Group	The Advanced ABM Practitioner — 2025
Digital Marketing Institute	DMI Expert Diploma in Digital Marketing — 2023
Chartered Institute of Marketing	Strategic Leadership — 2021
Demandbase	Advanced ABM Certification — 2020
Chartered Institute of Marketing	Professional Diploma in Marketing — 2012
Institute of Directors (IoD)	Role of the Non-Executive Director

■ TECHNOLOGY & TOOLS

ABM & Intent	6sense · Demandbase · Terminus · Seismic
CRM & Automation	Salesforce · Marketo · HubSpot
Analytics	Power BI · Tableau · Looker
Paid & Digital	LinkedIn Ads · Google Ads · Meta
Partner Platforms	Impartner · Crossbeam
AI & Workflow	Claude · ChatGPT · Genspark — LLM-powered GTM workflows, AI-driven account research, campaign automation, personalisation

■ ADDITIONAL EXPERIENCE

Non-Executive Director — Clear Voice

Advise on GTM strategy and commercial growth for a non-profit delivering critical language interpretation services for refugees, strengthening its reach and sustainability.