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# DEVON GALETT

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## Senior Director of Marketing

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Senior Marketing Director with over a decade of experience driving transformational growth across B2B technology and professional services sectors. Proven track record of developing go-to-market strategies, optimizing marketing operations, and leading high-performing teams to achieve measurable outcomes. Expertise in implementing marketing technology solutions and leveraging data-driven insights to increase market penetration and deliver ROI.

## WORK EXPERIENCE

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Revolution Marketing // 2023 - Present

### Managing Director & Chief Consultant

Managing Director at Revolution Marketing, leading strategic marketing initiatives for B2B service providers, including MSPs, professional services firms, and home service businesses. Direct end-to-end marketing operations, technology implementation, and growth strategy development. Partner with C-level executives to transform their marketing and sales operations through data-driven insights, marketing automation, and optimization of customer acquisition processes. Specialize in developing comprehensive go-to-market strategies, marketing technology stack implementation, and operational efficiency improvements that drive measurable business outcomes.

- Led ISP market entry strategy, developing automated client acquisition system and B2B targeting framework that achieved 14% market penetration at launch against established national competitors.
- Developed comprehensive data-driven marketing strategy for BPO client that streamlined operations through new SOPs, reduced costs, and improved performance metrics while positioning for scalable growth.
- Executed end-to-end brand development and go-to-market strategy for financial consulting startup, including tech stack implementation, service definition, and buyer journey mapping that enabled successful market entry.
- Transformed B2B service provider's content strategy to increase organic monthly search value by 507% (from \$1.4K to \$8.5K) within 8 months.
- Restructured multi-state home service provider's marketing and sales operations, identifying \$67K in monthly missed MQLs, implementing performance tracking systems, and reducing operational costs by 30% to enable new growth initiatives.

## CONTACT

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Cincinnati, Ohio

## EDUCATION

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### Masters In Strategic Marketing

Bellevue University

2018

### Bachelors In Business

Bellevue University

2014

## PROFESSIONAL SKILLS

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- Strategic Planning & Execution
- Team Leadership & Development
- Budget & P&L Management
- Change Management
- Revenue Operations
- Stakeholder Management
- Business Strategy Development
- Data-Driven Decision Making
- Cross-functional Leadership
- Client Relationship Management
- Process Optimization

## TECHNICAL SKILLS

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- Marketing Technology Stack Architecture
- HubSpot & CRM Platforms
- Marketing Automation Systems
- Business Intelligence & Analytics
- Marketing Attribution Systems
- Integration & API Management
- Campaign Management Platforms
- Marketing Data Architecture
- Sales Enablement Technologies
- Digital Advertising Platforms
- Web Analytics & Tag Management

## EXPERTISE

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- Go-to-Market Strategy
- B2B Marketing Strategy
- Demand Generation
- Marketing Operations
- Digital Transformation
- Growth Marketing
- Product Launch Management
- Marketing-Sales Alignment
- Account-Based Marketing
- Market Penetration Strategy
- Multi-channel Campaign Strategy
- Customer Journey Optimization

## INDUSTRIES

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- IT / MSP Services
- Professional Services
- SaaS / Cloud Services
- Healthcare Technology
- Financial Services
- Manufacturing
- Field Service Management

## WORK EXPERIENCE

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The Galett Group // 2019 - Present

### Founder & Chief Consultant

Founder and Chief Consultant at The Galett Group, providing strategic technology and growth consulting for healthcare, cloud infrastructure, and multi-unit businesses. Partner with executive teams to optimize operational efficiency, drive digital transformation initiatives, and enhance customer acquisition strategies. Specialize in leading complex beta testing programs, implementing enterprise-wide CRM solutions, and developing data-driven growth frameworks that deliver measurable business outcomes. Focus on identifying and capitalizing on new market opportunities while improving operational performance through strategic technology implementation and process optimization.

- Led strategic beta testing program for Cloud IaaS product, reducing testing timeline by 4 months while identifying new market opportunities that directly informed successful product launch strategy.
- Transformed Telehealth provider's customer acquisition strategy through funnel optimization and monetization initiatives, achieving 30% increase in MQL conversion rates and measurable improvements in paid media ROAS.
- Architected and deployed enterprise-wide CRM solution for parent company and subsidiaries, enhancing data hygiene, customer service efficiency, and acquisition onboarding processes while streamlining cross-organizational data management.

EnSight+ // 2018 - 2019

### Director of Marketing

Director of Marketing at EnSight+, leading comprehensive B2B marketing strategy and execution for enterprise field service management software. Directed all marketing operations, campaign development, and trade show initiatives while managing a high-performing team and substantial marketing budget. Specialized in marketing technology implementation, lead generation, and international market expansion. Oversaw strategic brand development and marketing automation initiatives while optimizing resource allocation and team performance to drive measurable business growth.

- Developed and executed trade show strategy that delivered 105 enterprise-level leads, including 3 major sales opportunities and the company's first international client acquisition.
- Led enterprise-wide HubSpot implementation to streamline marketing automation, lead nurturing workflows, and CRM processes, establishing scalable foundation for growth.
- Directed 10-person marketing team and managed \$500K annual budget, driving campaign performance through strategic resource allocation and unified brand messaging initiatives.