



# Tim Deluca-Smith

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23 Fourth Avenue, Worthing, West Sussex, BN14 9NY  
T: 07957 311 189  
delucasmith@gmail.com

 @Tim\_DelucaSmith  
 uk.linkedin.com/in/timdelucasmith  
 www.timdelucasmith.com

## EXPERIENCED B2B MARKETING EXECUTIVE

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- A hands-on marketing executive with a proven record in developing and leading marketing programs for B2B technology brands.
- Experienced in exit strategies, and managing post-acquisition transitions.
- A clear focus on aligning marketing strategy to sales process and business development.
- Demand generation expertise using proven methodologies to improve conversion rates and customer acquisition.
- A data-driven approach to driving enterprise value, revenue and customer retention.

Core Competencies :

- Marketing Automation	- Management	- Business Development
- Conversion Rate Optimization	- Strategy & Vision	- Sales Enablement
- Public / Analyst Relations	- P&L Responsibility	- Public Speaking
- Product / Growth Marketing	- Customer Retention Strategy	- Sales Training

## PROFESSIONAL EXPERIENCE

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### Huddle

CHIEF MARKETING OFFICER (2019-Present) | VICE PRESIDENT, MARKETING (2015-2017)

*Delivering on the company's strategy to become the market's first-choice for secure collaboration solutions. Grew enterprise value by more than 200% in 36 months, and part of the executive team responsible for Huddle's acquisition by Ideagen Plc in 2020.*

- Overall accountability for Huddle's international marketing strategy, sales enablement, and demand generation programs (inbound and outbound).
- Management of international marketing team across UK, U.S. and South Africa, covering a broad marketing mix (PR, AR, digital marketing, events, demand generation, and SDR teams).
- Consistently delivered annual marketing ROI of +400% across demand generation programs.
- Running of sales enablement / sales training programs to support expansion into new markets.
- Redesigned organization's marketing automation systems and sales operations to improve demand generation within 3 months.
- Part of the management team responsible for transitioning the business from VC ownership to Private Equity (2017).
- Part of an experienced executive team that achieved 50% EBITDA growth in 24 months and successfully exited the business to Ideagen Plc in December 2020.

### Boostwax Marketing

OWNER / OPERATOR (2018)

*Growth marketing consultancy for early to mid-stage B2B SaaS businesses.*

- Looking to "stretch my legs", I operated a data-driven, growth-marketing consultancy for one year.
- Built a roster of five clients; including Wire, Concrete Platform, and Unomaly (which successfully sold to Logic Monitor).
- Helped both VC-backed, and privately owned B2B SaaS businesses to operationalize and scale marketing operations through conversion rate optimization, branding, organization development, budgeting and strategy, sales enablement, and SEO. Helping them to meet revenue targets or meet requirements for next-stage funding.

### WDS, A Xerox Company

VICE PRESIDENT, MARKETING (2007-2014)

*Delivering market leadership, customer growth and enterprise value for this provider of managed services to the wireless industry. Part of the company's rapid acceleration through 100% revenue growth and acquisition by Xerox Corporation - a Fortune 500 company.*

- Operational and strategic accountability for the company's global marketing effort; including P&L responsibility and program success metrics (brand awareness, CSAT, customer value, EBITDA).
- Targeted business development campaigns to the international mobile operator and device manufacturer communities.
- Developed internal data analysis/insight capabilities to drive content marketing across the business and develop "thought-leadership" culture across customer-facing functions.
- Global social media, IR, AR and PR campaign management to engage customers, lobby industry bodies and motivate employees.
- Collaborative designer of the company's sales and customer engagement process.
- Deployed enterprise-wide CRM system to optimize sales and marketing resource; allowing greater customer segmentation and messaging efficiency and achieving 100% increase in customer engagement within six months.

## Sonera SmartTrust

DIRECTOR OF COMMUNICATIONS (1999 - 2001) (2004-2007)

*Management of media and analyst relations in the nascent SIM and Device Management industry.*

- P&L accountability for global agency network (PR, advertising, events).
- Responsible for brand and messaging development to position new industry technologies within customer environments.
- Successfully lobbied industry bodies to address SIM and Device Management standardization.
- Integrated existing Marketing Communications and Product Marketing functions to deliver greater customer transparency and support for end-of-life products.
- Alignment of business functions and senior management teams around common vision.
- Redesigned global marketing approach, creating a hub and spoke marketing network to support rapid geographical expansion across LatAm and APAC.

## Other

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- **Mustard PR** | ACCOUNT DIRECTOR (2001-2004)
- **Words etc.** | SENIOR ACCOUNT MANAGER (2001-2004)
- **Countrywide Porter Novelli** | SENIOR ACCOUNT MANAGER (1998-1999)
- **Spec Communications** | ACCOUNT EXECUTIVE (1996-1998)

## EDUCATION & PROFESSIONAL QUALIFICATIONS

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- BA (Hons) Media Production, Bournemouth University (1996)
- CAM / CIM Diploma (1999)

## TECHNICAL SKILLS

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Salesforce CRM (including design and advanced reporting) , Hubspot, Marketo, Outreach.io, Adobe CS, HTML, Google Analytics, Google Ads, Drupal, Wordpress.

## FURTHER INFORMATION

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- Visit [timdelucasmith.com](http://timdelucasmith.com) for a collection of commentary on sales and marketing trends.

*"Tim has a rare ability to be a cultural and strategic leader while not being afraid to roll-up his sleeves and drive tactical results."*

**Chase Sorgel, Operating Partner at Turn/River Capital**

*"Tim made a huge impact at Huddle, helping to develop the company position, build a professional sales enablement process, operationalize many of our marketing processes, and work across functions to pull everyone in the same direction."*

**Alastair Mitchell, Partner at EQT Ventures and co-founder of Huddle**

*"Tim is comfortable integrating a range of marketing disciplines to achieve sensational commercial outcomes. He is a person with whom you can do great work...and have a good time in the process!"*

**Richard Fogg, CEO of CCGroup**

## REFERENCES

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- References available on request.