

Aaron F. Hunt

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## **Strategic Marketing & Operations Leader | Data-Driven Decision Maker | Process Optimizer**

Experienced and versatile marketing leader with deep expertise in marketing operations, demand generation, systems integration, analytics, and team development. Proven success driving scalable processes, building and managing high-performing teams, and improving campaign performance across global organizations. Adept at working across departments to optimize tech stacks, streamline workflows, and create actionable reporting that enables smarter decisions. Known for delivering results quickly, adapting to change, and bringing clarity to complexity, whether in full-time, contract, or advisory roles.

## **Core Competencies**

Business Transformation | Product Marketing & Management | Program Management | Consulting | Budget Management | Change Management | Team Building | ABM | Digital Marketing | Trade Show Management | Research Analysis | Demand Generation | Marketing Automation | Social/Digital Selling | CRM (SFDC) | Database Management | Brand/Product Launch | Sales Campaigns | Sales Channel Development | Conflict Resolution | Corporate Communications

## **PROFESSIONAL EXPERIENCE**

**GE Healthcare Pharmaceutical Diagnostics**, Arlington Heights, IL

**Director, Marketing Operations and Demand Generation** — Rochester, NY (remote)

*October 2021 – December 2024*

- Led team of 6 across marketing automation, analytics, APR, event management, sourcing, and budgeting.
- Built demand generation engine with SFDC, Marketo, Qlik, and PowerBI to enable omnichannel campaigns and real-time campaign optimization.
- Managed \$4M–\$6M budget, aligning sourcing and financial workflows with marketing goals.
- Redesign of all U.S. product pages saved \$100K in U.S. and \$500K globally.
- Cut APR time to market by 50% via Veeva PromoMats optimization and Optimizely OCE transition.
- Led Web, Governance, and Content workstreams in Omnichannel Hoshin Kanri initiatives.
- Scaled team through new roles, professional development, and hiring aligned to demand.

**Philips Healthcare**, Cambridge, MA

**Senior Manager, Marketing Operations** — Rochester, NY (remote)

*October 2020 – September 2021*

- Integrated SFDC, Eloqua, Seismic, SAP, and Einstein Analytics to support lead scoring and nurturing.
- Partnered with global teams to implement data governance model; improved tracking efficiency.
- Improved lead conversion rates by 14% through process improvement and analytics.
- Developed KPI-based dashboards and consensus metrics for executive reporting.

**Senior Manager, Project & Transformation Management** — Rochester, NY (remote)

*February 2017 – October 2020*

- Served as chief of staff to VP of Brand and Digital; led change initiatives across departments.
- Rolled out LinkedIn Sales Navigator in the U.S.; maintained adoption and utilization.
- Revamped lead follow-up process post-trade shows; raised conversion rate from 2% to 8%.
- Launched NA brand refresh ahead of schedule and over delivery metrics.
- Reduced internal kickoff spend by \$7M with hybrid regional event model.
- Facilitated employee engagement initiatives tied to satisfaction survey insights.

**Senior Manager, Events Transformation and Analytics** — Rochester, NY (remote)

*September 2015 – January 2017*

- Led Global Events process optimization; +30% lead capture, +10% demos, +2 NPS points.
- Drove 20% cost savings through vendor selection and internal audit process.
- Supported internal communications and social media with video and graphic content.

**Xerox Corporation, Rochester, NY**

**Large Enterprise Operations – US Sales Coverage Manager**

*January 2013 – August 2015*

- Managed 11-person team focused on sales coverage, industry alignment, and analytics.
- Directed national transition from geographic to industry-based sales structure.

**Sales Operations Support Manager**

*February 2011 – December 2012*

- Served as Six Sigma Black Belt for market strategy and sales operations transformation.
- Created strategic accounts and implemented new territory design.
- Produced training videos and communications content; reduced outsourcing costs.

**Prior Roles at Xerox:**

Communications & Business Process Manager | SMB Marketing Manager | Project Manager, Direct Marketing | Marketing/Pricing Analyst | Customer Service Manager | Customer Support Rep

**EDUCATION**

MBA, Marketing & Information Systems — Rochester Institute of Technology

BS, Communications — Cornell University, College of Agriculture and Life Sciences

**CERTIFICATIONS**

Six Sigma Black Belt (Xerox) | Agile & Scrum Intro (IBM) | Cybersecurity Essentials (IBM) |  
Product Mgmt Intro (IBM) | AI for Everyone (DeepLearning.AI)