

Matt Lyman

B2B marketing leader. Demand generation built on stories buyers believe and numbers Sales trusts.

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SUMMARY

Marketing leader with nearly 20 years in marketing, most of it in B2B technology. I fix pipeline by finding where it is actually broken: conversion rates, messaging, content, and the handoffs between Marketing, Sales, and Customer Success. Built centralized demand functions across digital, paid, events, content, and partner channels at Chef/Progress, LeanData, and Flosum. Mostly sales-led, with PLG motions built alongside Product at all three. Marketo, HubSpot, and Salesforce throughout. Builds with AI every day: agents, dashboards, and AI search (GEO/AEO). Builds teams that ship and measure.

EXPERIENCE

Flosum | Vice President of Marketing | April 2025 to June 2026

Enterprise Salesforce governance platform. Rebuilt the marketing function: demand gen, SEO, paid media, ABM, product marketing. Team of 5, reported to the CEO. Agency partners ran the ad accounts; I owned strategy, measurement, and creative direction.

- Cut cost per paid MQL 87% in six months. Meetings booked from paid grew from 3 to 17 a month (+467%).
- Grew monthly search impressions from 70,000 to over one million (+1,329%) through an SEO and GEO/AEO rebuild: 120+ assets updated, FAQ rebuilds, third-party authority placements, customer review relaunch.
- Grew average monthly marketing pipeline about 26% from hire to H2 2025. Grew monthly campaign engagement 8x over 12 months.
- Launched enterprise ABM across 51 named accounts and 10 AEs. Target accounts clicked at 3 to 7x the campaign average, and 7 converted to opportunities within five months. Built the pipeline dashboards used in executive reviews.
- Scaled demand gen across the UK, India, Europe, and Brazil. Planned and ran Dreamforce, TDX, and four Salesforce World Tour events.
- Grew LinkedIn following 41.7% in 11 months through field events, executive content, and community activations.
- Partnered with the PLG manager on the free cloud edition: site-to-product flow, gates, triggers, and user emails.
- Defined attribution requirements for Ops: UTM architecture, multi-channel reporting, and a pipeline-tied KPI framework across Salesforce and Marketo.
- Built an agent with Product Marketing that tracks competitor and industry news and hands Sales what changed, and an ABM dashboard that pulls ad, intent, and site data into one view. Set up the AI SDR (Qualified). Wrote the team operating manual: event, webinar, and campaign playbooks, messaging standards, battlecards, agency SOPs.

LeanData | Vice President of Demand Generation | February 2022 to November 2024

Revenue orchestration software. Team of 4. Moved the team from growth-at-all-costs to a demand model that scaled.

- Grew marketing's share of new business pipeline from 18% to 50%. In 2023, cut demand gen spend 41% while marketing-sourced pipeline grew 45%.
- Shifted the mix upmarket: enterprise went from 36% to 65% of pipeline.
- Launched BookIt, a scheduling product with PLG and sales-led mechanics. It hit 2x its ARR target in year one.
- Rebuilt lead scoring: lead-to-qualified-opportunity conversion rose from 2.5% to 10%+.
- Drove 4:1 pipeline from in-person events. Doubled inbound leads from paid channels while cutting cost per demo by more than 50%.
- Relunched the webinar program, rebooted content strategy, and led the internal rollout of the Revenue Orchestration Platform.
- Widened the audience from RevOps to Sales and Marketing leaders, then IT managers. Partner and community relationships kick-started co-marketing and lifted in-ICP demo requests 10%.

Chef Software (acquired by Progress, 2020) | 2015 to 2022

Director of Revenue Marketing at exit. Earlier titles: Director of Demand Generation, Marketing Programs Manager. Managed demand gen, content, ops, web, and SDR teams, 7 people. Joined the business unit leadership team after the acquisition.

- Revenue team grew about 2.7x through the acquisition. Quarterly pipeline goals beaten by 4x or more, consistently.
- SDR and BDR teams averaged 120%+ of quota, supported by the content and enablement programs I owned.

- Rebuilt Marketo from the ground up, including attribution, revenue analytics, and architecture. An external auditor rated it best-in-class.
- Led marketing through an open-source business model transition, product launches, and a web rebrand. Marketed the training site to 10,000 active users in six months.
- Worked with Sales leadership to redesign territory planning, lead lifecycle, and MQL criteria. Tightened the handoff and improved lead quality.

Earlier roles

AmericanCraftBeer.com, Director of Sales and Marketing (2014 to 2017); Supervising Editor and Correspondent (2012 to 2014). G2 Web Services, Marketing Manager to Senior Marketing Manager (2011 to 2015): product marketing, demand gen, field events, and RevOps for a financial services business unit.

SKILLS AND TOOLS

Marketing leadership, demand generation, ABM, paid media, SEO and GEO/AEO, AI workflows and agents, messaging and narrative, lifecycle and lead scoring, attribution modeling, marketing operations, sales and BDR alignment, product and category launches, events, A/B testing, team leadership.

Marketo, HubSpot, Eloqua, Pardot, Salesforce, LeanData, Qualified, Outreach, Salesloft, Demandbase, 6sense, UserGems, Intellimize, Claude, ChatGPT.

EDUCATION AND TRAINING

MBA, Global Marketing Management, City University of Seattle. BA, Western Washington University. Six Sigma Green Belt. Franklin Covey and Dale Carnegie leadership training.

COMMUNITY

R.I.D.E. 4 ALL, founder and board member, 2022 to present. Inclusive recreation for people of all abilities. Chair, 321 for 3.21.

Highline Special Needs PTA, president 2024 to present, vice president 2022 to 2024.