



Ani Obermeier

Strategic Advisor to CEOs | Board-Level Marketing Architect

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Summary

Trusted Strategic Advisor to High-Growth CEOs, CMOs & Boards

I empower software leadership teams to turn marketing into the strongest topic at the boardroom table.

In today's crowded B2B landscape, most growth-stage companies are burning budget chasing pipeline through PPC and fragmented tactics—without solving the real underlying issues. That's where I come in. I partner directly with CEOs, CMOs, CROs, and boards to architect reliable, scalable marketing engines rooted in clarity, alignment, and strategic execution.

With a track record of success across companies from \$5M to \$500M+ ARR, I specialize in identifying growth-blocking blind spots, eliminating marketing noise, and setting strategies that drive not just revenue—but real enterprise value. My work has directly supported multiple organizations through to high-multiple exits and board-level transformations.

Let's stop the guesswork. Marketing should be the most confident conversation in your leadership meetings—and I make sure it is.

Work experience

Board Advisor

2025 - current

WorkBuzz

- Advising the C-Level, Board and Marketing teams at WorkBuzz on their marketing strategy to accelerate growth

Chief Marketing Officer

2023 - 2025

Quinyx

- Recruited to build high performance team, identify performance gaps, and reset marketing strategy for international growth
- Turned around marketing organization from performing at ~ 40% in all but the home market, to hitting 112%+ of pipeline goal across all geographies by time of departure

Head of Global Integrated Marketing Strategy

2020 - 2023

Workday

- Led integration of Peakon into the Workday portfolio
- Post integration, tasked to run the three largest acquisitions and build the marketing engine for volume based play within Workday
- Exceeded pipeline goals consistently, hitting 180% by the time of exit

VP Marketing

2019 - 2021

Peakon

- Recruited by CEO to lead enterprise-wide marketing strategy
- Architected brand repositioning and transformed GTM motion
- Elevated brand equity leading into \$700M Workday acquisition

VP Marketing

2016 - 2019

Smartling

- Increased pipeline by 300% with refined demand gen + brand strategy
- Led a full-scale rebrand including website, podcast, and award-winning book
- Scaled marketing org 4x in 24 months; drove 216% growth in services business

Head of Marketing, North America

2015 - 2016

Episerver (Ektron Merger)

- Merged two legacy marketing teams, platforms and systems into a high-efficiency GTM engine
- Developed successful partner strategy, growing marketing-sourced pipeline 3x

Selected Wins

- Exited Peakon to Workday for \$700M
- Successfully led the biggest Workday acquisitions (Peakon, Adaptive Insights, Scout) and built volume based marketing engine within the Workday organization.
- Ran NA team merger between Ektron and Episerver building the Marketing team to rebrand and into sustained growth
- Increased pipeline by 300% in 12 Months (Smartling)
- Grew services revenue by 216% in One Year (Smartling)
- Supported acquisitions of Ciboodle into KANA Software and then KANA Software into Verint Systems across continents

Board & Advisory Impact

Strategic Advisor to Growth-Stage SaaS CEOs

- Guide executive teams on marketing strategy transformation, pipeline clarity, and revenue architecture
- Deliver CMO-level insight without operational drag—focused on exits, board value, and scalable GTM
- Trusted advisor during funding rounds, M&A, rebrands, and demand generation restructures

Core Strengths

- Brand Positioning for Growth & Exit
- GTM Strategy & Pipeline Clarity
- Demand Generation Architecture
- Board & C-Level Advisory
- C-Level and Team Coaching
- High-Performance Team Building

Relevant Education

Diploma in Business Information Systems 2002 - 2005
[University of Cooperative Education, Germany](#)

Business Leadership 2018 - 2019
[Harvard Business School](#)

Executive Coach 2025 - 2025
[RMT Center](#)
Expected date of completion, Sep 2025

Director Marketing, APJ & North America Verint Systems < KANA Software < Ciboodle <ul style="list-style-type: none">• Managed regional integration of Ciboodle acquisition in APAC, then KANA Software Acquisition in NA into Verint Systems• At KANA, exceeded lead targets by over 40%, named Best New Employee of the Year• Built targeted demand engine, hitting 150% of lead target post acquisition by Verint Systems in NA.	2011 - 2015	Platinum Partner Tony Robbins	2025 - ongoing
Field Marketing and Partner Management, APAC FireScope	2009 - 2010		
Sales Representative IBM	2002 - 2008		