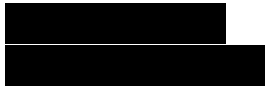


# JAKE COHEN

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## PROFILE

Jake Cohen is the Senior Director of Product Marketing at FullContact, Denver. With a background in Computer Science and Marketing, he excels at bridging tech and business to drive customer value. Jake's leadership has been instrumental in shaping FullContact's market positioning. Before stepping into his current role, Jake held various strategic positions within FullContact, showcasing his unwavering commitment to the company's success and his proven track record of driving tangible results. As the Senior Director of Product Marketing, he instilled a culture of customer-centricity. Outside of work, he is deeply committed to community service, where he leverages extensive relationships in technology to generate significant impact throughout broader business and civic community.

## EXPERIENCE

### **Sr. Director Product Marketing, FullContact; Denver | April 2021-Present**

Manage all aspects of product marketing, website, brand, creative, events, demand generation, sales enablement, public relations, and social media. Member of Leadership team.

**Delivered 84% increase** in media and agency revenues and earned recognition for the company from the rebranding initiative – Featured as Liminal's Top Company to watch in 2022 & Snowflake's Modern Marketing Data Stack Leader in 2022 and 2023

**Delivered 564% increase** in inbound leads generating \$2.5M ARR pipeline within the initial 45 days by reorganizing the demand generation capability.

**Achieved \$2.3M of ARR** in new pipeline leads and \$841K ARR of total revenue by end of Q2 2023 by developing company partnership model. Earned maximum revenue by onboarding key, strategic partners (i.e. Snowflake and Simon).

**Increased revenue 20%** by launching a new website visitor recognition capability.

### **Director Marketing, FullContact; Denver | Jul 2018-Apr 2021**

**Led a full rebranding initiative** – Revamped the demand generation process, including implementing Salesforce, Pardot, Google Analytics, Website Site Recognition capabilities.

**Repositioned** consumer mobile app and social media enrichment business into a privacy-centric, person-focused Identity Resolution SaaS company.

### **Director Community Engagement, FullContact; Denver | Feb 2016- Jul 2018**

Created and ran annual user conference called Connect with 500+ attendees in its first two years.

Ran community engagement in the greater Denver region. Executed hundreds of speaking sessions with employees at events around the region. Guided \$50K in donations to the community. Including leading an event to teach kids to code through a partnership with the Broncos, called "Tackling STEM"

### **Business Development, FullContact; Denver | Nov 2014-Feb 2016**

Built original Business Development team to support funnel growth. Developed process and playbook for generating outbound top of funnel growth.

Created consistent and scalable model to ensure predictable revenue. Team scaled from one individual to a team of 8 in my 16 months on the team.

## **BOARDS**

### **Growth Track Chair, Denver Startup Week Board 2018-Present**

Plan and execute Denver Startup Week, the world's largest free entrepreneurial event hosting over 20,000 people every year

Develop and nurture relationships with tech leaders and innovators; generate and create session content to support the Growth Track

### **Chair, Department of Transportation & Infrastructure Board, City & County of Denver | 2021-Present**

Provide oversight for the Mayor and City Council on the Department. Ensure the residents of the city are always the top priority.

### **Leadership CityBuild Denver, Downtown Denver Partnership; Denver | 2015-2023**

Lead CityBuild 14-person Board to ensure a powerful impact on the growth of the city

Engaged millennials in becoming CityBuilders and interfaced with Downtown Denver Partnership leadership.

Hosted award winning events with thousands of attendees, such as CollaborEat and A Love Affair with Denver

### **Chairman, Colorado Young Entrepreneurs; Denver, CO | 2015-2017**

### **Co-Founder and Organizer, DenverBeta; Denver, CO | 2015-2018**

## **EDUCATION**

### **Marquette University, Milwaukee, WI**

Bachelors of Science, cum laude, Computer Science and Business Administration, May 2014

Minored Entrepreneurship

Honor Societies: Alpha Sigma Nu, Upsilon Pi Epsilon-Chapter President