



REBECCA ROSE MARTIN

Product Marketing Director

ABOUT ME

Entrepreneurial Product Marketing Director with 16 year's experience scaling high-growth tech companies globally and leading and building high performance teams. B2B, SaaS and Fintech specialist.

KEY SKILLS

Marketing Strategy

B2B, SaaS & Fintech

Product Marketing

Branding & Positioning

Category Creation

Leadership

GTM & Channel Strategy

Business Development

EDUCATION

Psychology

Uni. Oxford, Dept. Continuing Education
2020

Entrepreneurial Marketing

Uni. Chicago Booth Business School
2016

BA, English Language & Literature

University of Southampton
2005-2008



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Chislehurst, Greater London

EXPERIENCE

● Product Marketing Director

April 2023 – present

R R Martin Ltd

Clients include Reward Gateway, Swiipr & Black Swan Data

- I provide product marketing, strategic and brand consulting for global, SaaS high growth companies.
- In early 2024, I led the Product and Brand Architecture for Reward Gateway- a leading HR Tech SaaS that was acquired by financial giant Edenred for £1.2 Billion. Post-merger and acquisition, it was my role to analyse the combined product and brand portfolio and create a go to market strategy across all of their global markets.
- Another notable client is Swiipr- a leading fintech SaaS that is transforming airline disruption payments globally. As their first marketer, I set up the marketing and product marketing foundations, launched their new brand and website, led several industry events, hired and led a new PR agency and created their marketing and Go To Market strategy.

● Product Marketing Director

Sep 2022-Sep 2023

Black Swan Data Ltd

- Bringing next generation data insights and predictive analytics to the world of consumer research
- Responsible for the formation of the Product Marketing department and capabilities, to drive sales targets, user engagement and retention and MAU/ARR targets, alongside overall business growth and geographical expansion.
- Started in a full time role and transitioned to consultancy in April 2023

● Head of Product Marketing

Sep 2020- Sep 2022

Adaptavist Ltd

- Set up and led the growth and go to market strategy for the full portfolio of 42+ enterprise apps, with a combined annual revenue of £50 mil
- Hired, trained and led a high performing, cross- functional team of 25
- As part of their Steering Committee, I worked as part of the leadership team on brand, service, product and overall business strategy as Adaptavist transitioned to The Adaptavist Group, restructuring the whole company

ADVISORY ROLES

Visit Chislehurst

Voluntary Board position for Visit Chislehurst as their Marketing Advisor. Drive business and footfall to the 160 local businesses that are members, via events, fundraising, content and social media.

Javelyn Technology

Previously on the Board of Advisors for Javelyn Technology, a startup incubator and private equity fund within the social impact, AI and Big Data space.

INTERESTS

Wild swimming

Cooking

Country walks

Animals

Travel

Films

EXPERIENCE CONTINUED

- Product Marketing Consultant

Nov 2015-Aug 2022

Illuminate Marketing Ltd

- I consulted for Europe's top startups and innovators through my product marketing and innovation consultancy, Illuminate. I specialised in scaling high-growth tech businesses by providing branding, positioning, GTM and channel strategy, business strategy and thought leadership.
 - Notable clients and contracts included:
 - Head of B2B Marketing for Hussle- the UK's largest wellbeing marketplace. I launched the B2B business unit and led all marketing and growth functions, landing many notable clients including facebook, Hilton, Channel 4 and Decathlon.
 - Chief Marketing Officer for MobieTrain- leading HR Tech SaaS. As their CMO for 2+ years, I established their marketing foundations, department and strategy which led to growth including their Series B investment round and landing clients including BMW, Nestle and Swarovski.
 - Head of Content for Xpenditure- European fintech. Ahead of their acquisition and joint venture by Sodexo, I set up and led the content, channel and comms strategy to strengthen their new positioning and Go To Market.
- Chief Marketing Officer

Oct 2010-Sep 2016

Ampersand & Ampersand

- CMO & Head of Content at award-winning mobile agency
 - Lead all client and internal marketing strategies and campaigns, launching and re-branding dozens of high growth tech startups. Built the marketing function as the first marketing employee and led the team for 6 years.
 - Clients included Intel, Ogilvy, NHS, William Morris Entertainment, BBH, Facebook, HTC, TEDX
- Digital Copywriter

Oct 2010-May 2011

Earthtone

- Created and executed all digital copy for Earthtone.net, an eCommerce start up in the printing industry. Managed all website copy, marketing collateral and brand material.
- Junior Office Manager

Sep 2008-Apr 2011

Sapient Nitro

- Took role in Office Services as a 'foot in the door', as it enabled me to shadow the head copywriters, gaining insight into and providing research for top client pitches from the briefs right through to delivery.

REFERENCES

Mark South Reward Gateway / CMO Phone: +44 (0)7730 733899 Email: Mark.south@rewardgateway.com	Hugo Amos Black Swan Data / CEO & Founder Phone: +44 (0)7717 336923 Email: hugo.amos@blackswan.com
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