

VIRGINIE GLAENZER

Fractional CMO

*Conscious Leader, Trend Maker building Communities
and Digital SenseMaker*

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OBJECTIVE

To design marketing and sales funnel strategies that drive growth while helping her team to navigate complexity with confidence and clarity of thought.

EXPERTISE PROFILE

Agile marketing, growth hacker marketing, responsive storytelling.

Digital branding and marketing, brand monetization, social and mobile marketing and strategy, mobile app development, niche marketing strategy, media and public relations.

Influencers' strategy, fan and consumer engagement, brand and social media monitoring, social commerce, content development, blogging, disruptive new media, and SEO-SEM.

Metrics and analytics, marketing ROI, business development, sales strategy (CRM), customer acquisition driven and customer retention marketing programs .

SPEAKING PROFILE

- Chief Growth Officer Summit
- Next Generation Customer Experience Summit
- C-Suite Conference
- The Marketing Forum

CAREER HIGHLIGHT

Virginie has harnessed more than 25 years of experience as a renowned digital expert through executive leadership, consulting work, keynoting and thought leadership.

Promoting emerging leadership trends and evolving leaders' relationship to others is what Virginie excels at.

After moving to the US in 1999 from France with four suitcases and a head full of dreams, she co-founded three tech starts-up and began her journey to immerse herself in conscious leadership training in various disciplines such as psychology, wisdom traditions, awareness and mindfulness practices.

PRESS HIGHLIGHT

In 2015, she is the author of [The Awakened Brand](#) and in 2020 she co-authored the [Leadership Singularity](#). Virginie is the host of the Pass The Mic podcast, which aims to bring compassion and conscious leadership to business and in our personal lives and help listeners ask themselves questions to become conscious self-authoring leaders.

EDUCATION

H.E.C 1998, France - MBA major management, minor marketing
CNAM 1993 france - Certificate Psychology in the workplace.

DIGITALEXPERTISE

AREAS

DEMAND
GENERATION BRAND
AWARENESS SALES
LEADERSHIP

INDUSTRY SAAS,
ENERGY, RESEARCH,
SERVICES, RETAIL,
TECH

AUDIENCES

B to B Fortune 500, 2000 to
mid-size, executives suite to
non-decision
makers.

B to C including
millennials, baby boomers,
Freelancers, students,
head of household

PROGRAMS

Strategy rebranding, PR, social
media, community building,
content planning. Email,
advertising, SEO, events and
sponsorships, partnerships and
ABM. Closed first customers,
build \$10M pipeline, closed \$2M
deals

BUSINESS EXPERIENCE

[AcornOak Agency](#) Since Dec 2018 *Co-founder, Fractional CMO and Executive Advisor*

AcornOak Agency is an expert strategic advisory team of future-focused, socially responsible women helping organizations and leaders build remarkable brands and seize opportunities for growth while empowering women of experience with a belief that the world is a better place when the feminine and masculine energy on the planet are more in balance.

Accomplishments: In charge of designing marketing and sales funnel strategies to drive growth and helping leaders navigate complexity with confidence and clarity of thought.

SoHo Places 2017 to 2018 *Founder and VP Operations, Marketing and Customer Experience* Converting vacant retail into on demand coworking community pop-up.

Accomplishments: built a 1,000 freelancers community, 240% growth MOM, 38% conversion to repeat customers, grew email list to 5,000 contacts.

Maru/EDR 2016 to 2017 *Vice-President Operations, Marketing and Customer Experience*

Leader in voice of the customer program.

Accomplishments: Executed the implementation of all digital tactics which included launching a [CX leaders Community](#), UI/UX website redesign, SEO and advertising, grew list to 1,000 executives, Social media, private events, speaking and sponsoring conferences, and worked closely with sales to produce compelling sales collaterals, engage customers and pi

Great Eastern Energy 2014 to 2016

Head of Marketing and Customer Experience

Leading supplier of natural gas, electricity and renewable energy in the Northeast.

Accomplishments: Transformed GEE from a sales-focused, commodity business to a technology-driven marketing organization with a strong customer-centric culture. Increase by 150% customer acquisition and reduced churn by 45%.

LiveWorld 2012 to 2014 *Vice-President of Marketing*

Social content marketing technology and service company providing solutions to improve customer relationships, marketing, customer support through social engagement, moderation and insight.

Accomplishments: Led the 360 degrees digital and social media marketing strategy and execution to raise company brand awareness and generate sales leads while embracing internal technologies best practices to support the company's growth.

Archer Mobile 2011 to 2012 *Role: Director of Marketing and Social Media*

Provider of mobile engagement solutions. Acquired

eCairn 2012 to 2010 *Role: Director of Sales and Marketing*

Key influencers social media technology.

DeepDyve 2008 to 2009 *Role: Senior Account Executive*

Media and peer-reviewed journals content platform.

Socket Mobile 2007 to 2008 *Role: Senior Business Channel Manager*

Leading innovator of data capture and delivery solutions for enhanced productivity

Inventop 2002 to 2006 *Co-founder. 50,000 customers. Company was Acquired.*

TESTIMONIALS REFERENCES



Dominique Lahaix
Founder & Ceo at eCairn Inc
November 15, 2019, Dominique was a client of Virginie's

Virginie helped us looking at product-market fit of one of our new offering. She used interviews, marketing campaigns, and created content to test the market and understand what customers were really looking for.

This was key to simplify the product and redesign it around the key pain points we discovered.

I really enjoy working with Virginie. Very professional, great strategic thinking and lots of common sense. [See less](#)



Jill Slachta
Sales and Services Leader at Tableau Software -- We're Hiring!!
November 8, 2017, Jill managed Virginie directly

Virginie has been a pleasure to have on my team. She brings a wonderful energy to the office each and every day and works diligently to achieve milestones and objectives. She is an out-of-the-box thinker and always challenges the accepted approach to come up with something fresh and different. She is also well-liked by her industry peers and has the ability to build a network quickly and effortlessly. She embraces challenges and is a terrific multi-tasker...particularly important in a small start-up. Virginie would be a valuable senior member of any marketing team. [See less](#)



Jeffrey Hayzlett
Chairman, Host of C-Suite with Jeffrey Hayzlett and Executive Perspectives LIVE on C-Suite TV
April 15, 2014, Virginie was a client of Jeffrey's

Virginie is a top notch professional marketer. I find her energy, expertise and especially her positive mood to be infectious. I have worked with her directly for a few years and have always found her to be wanting to do the very best work while balancing budgets and resources. Its nice to see someone so focused on the growing the business and delivering on promises! She is a real asset. [See less](#)



Barry Weinman
Chairman Board of Directors at Kinetico Inc 2012 to June 30, 2019, Board member July 1, 2019
April 12, 2014, Barry worked with Virginie but at different companies

As co-founder of Allegis Capital, a Venture Fund with about \$700 Million under management, I have been an investor in LVWD since prior to its IPO, I have been on the LVWD Board for over 10 years. I have known Virginie prior to her joining LVWD as VP of Marketing. I have the highest regard for her integrity, energy, and skill set. I was pleased when she was recruited to LVWD and she has been an excellent member of the management team. [See less](#)

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