

## JAKE FABBRI, VICE PRESIDENT OF MARKETING LINKEDIN PROFILE

With nearly two decades of experience in B2B technology marketing management, Jake Fabbri has designed and expertly executed dozens of marketing strategies that have consistently resulted in solid revenue growth for his teams and earned high satisfaction ratings among his customers.

Jake's early exposure to CRM solutions formed the foundation on which he developed deep and broad knowledge of not only the technology behind the solutions he recommended and implemented, but also of the widely diverse needs of customers. Beginning in 1999 and continuing for more than six years, he designed web and email marketing on behalf of association and nonprofit clients. During the ten years that followed, from 2005 to 2015, he served as Chief Marketing Officer of a software development company and as Senior Marketing Manager of a CRM and software solution provider.

When he joined Fonteva in September 2015 as Vice President of Marketing, he hit the ground running. His extensive background and expertise in marketing to nonprofit and association clients, his firm understanding of the technology behind Association Management Solutions (AMS), and his quick grasp of Fonteva's unique position in the market helped him make a seamless transition into his new role.

Fonteva Membership™ was the first association software solution to be built entirely on the Salesforce platform, and the patent-pending Fonteva Framework™ solidifies the company's reputation as one of the most innovative companies building Salesforce applications. Fonteva's products are delivering value to 130 customers whose members operate in 139 countries. Jake's responsibilities at Fonteva include:

- **B2B lead generation and nurturing and content marketing.** Building and optimizing lead generation and nurture programs supporting B2B technology sales and using content marketing to streamline the process of moving prospects from marketing lead to qualified sales opportunities.
- **CRM and marketing automation management.** Leveraging CRM and marketing automation technologies for advanced content marketing programs.
- **Web marketing optimization.** Developing web strategy, search engine optimization (SEO), pay-per-click (PPC) advertising, lead-capture optimization, landing page design and layout, ad strategy design and layout, and marketing analytics.
- **Email marketing optimization.** Designing and implementing permission-based strategies, newsletter strategy and execution, promotional emails and email design and layout.

## **WORK HISTORY**

**Senior Marketing Manager**  
**Advanced Solutions International**  
**February 2008 to September 2015**  
**Alexandria, Virginia**

For nearly eight years Jake lead the global marketing team at ASI, a CRM and web software solutions provider for associations and nonprofit organizations. He designed and oversaw the execution of inbound and outbound demand-generation strategies – including web, email, social media, event marketing and direct marketing – throughout the UK and EU, North America and Asia-Pacific. In addition to consistently meeting or exceeding revenue targets from both new and existing customers, he helped launch an initiative addressing the needs of small-staff associations and designed the go-to-market strategy for channel and direct sales. He was also involved with internal corporate communications and managed the CEO quarterly interview.

**Director of Marketing**  
**Broadpoint, Inc.**  
**December 2005 to February 2008**  
**Bethesda, Maryland**

In December 2005, Jake joined BroadPoint, Inc., a provider of ERP, CRM, member management, business intelligence, and staff productivity solutions for corporate, nonprofit, and federal government clients. During his tenure as Director of Marketing at BroadPoint, the company reached record-setting revenue levels and was named to the *Inc.500*, a list of the fastest-growing private companies in the U.S.

**Manager of Web and Electronic Marketing**  
**Advanced Solutions International**  
**September 1999 to December 2005**  
**Alexandria, Virginia**

Jake began his career at Advanced Solutions International (ASI), developer of iMIS Software, where he served as Manager of Web and Electronic Marketing. It was in this position that Jake gained deep and broad knowledge about the importance of member engagement for associations and nonprofit organizations.

Education

(Perfect as it currently appears on LinkedIn!)