# GEORGE MACHADO

**Growth & Marketing Strategy Leader | Demand Generation · CRM & Lifecycle · AI-Enabled Marketing**

Springboro (Dayton), OH · Open to remote, hybrid, or relocation · 937-537-7685 · machado.colon@gmail.com
linkedin.com/in/jorgemachadocolon · machadocolon.com

## SUMMARY

Growth and marketing strategy leader with 20+ years turning CRM, media, and content into measurable revenue for Samsung, Hershey's, Mastercard, Molson Coors, Merck, and Stellantis. Finds where growth breaks down, then builds the go-to-market plan, team, and AI-assisted workflows to fix it. Has led teams of up to 25 (14 direct reports), set strategy for cross-functional teams of 35, and managed budgets up to $12M, both inside global agency networks and as an independent advisor. Seeking an in-house leadership role with direct ownership of the growth number. Bilingual English/Spanish.

## SIGNATURE RESULTS

| | |
|---|---|
| **+60%** | Samsung CRM revenue: turned CRM into a growth platform across 6M+ customers |
| **+130%** | Qualified conversions for a B2B industrial manufacturer, with cost per conversion down 53% |
| **$0 → $6M** | Built a new agency media practice, about 20% of agency revenue, with no added headcount |
| **+12%** | Year-over-year Hershey's sales at Walmart, Target, and Walgreens across five brands |

## CORE STRENGTHS

**Growth & Demand:** Go-to-market strategy · Demand generation · Full-funnel and paid media · Conversion optimization · Digital-to-retail

**CRM & Customer:** Lifecycle marketing · Segmentation and personalization · First-party data · A/B testing · Customer journeys

**Leadership & AI:** Team leadership · Budget and investment planning · Executive QBRs · Operating models · AI-assisted planning

## PROFESSIONAL EXPERIENCE

**MASSFIELD APPLICA** | Ohio **2020 – Present**

**Independent Growth Strategy Advisor**

Project-based advisory between and alongside agency roles; ready to move into a full-time in-house role.

- Built Stella, Puerto Rico's first AI-powered automotive sales assistant, for Stellantis across six brands on WhatsApp and web: 8,260 vehicle discovery experiences in month one and 1,188 buyers connected with dealerships. Stellantis climbed from #7 to #5 in combined sales ranking in 11 months.
- Rebuilt customer acquisition for a national self-storage company: revenue +42%, B2B demand +15%.
- Built predictive demand models for energy and automotive clients: acquisition costs −30% at a sustained 14% conversion rate.
- Designed an AI operating model for a marketing agency connecting knowledge, workflows, and decisions: planning cycle time −65%.

**GREY MATTER** | Ohio **2023 – 2024**

**Lead Digital Marketing Strategist (B2B)**

Led a team of 5 specialists and creatives.

- Owned go-to-market and conversion strategy for an industrial manufacturer: qualified conversions +130%, cost per conversion −53%.
- Ran executive QBRs, investment planning, and growth roadmaps for B2B clients in legal, industrial, manufacturing, and technology; directed a cross-functional team across media, CRM, SEO, content, UX, and analytics.

**RAZORFISH (Publicis Groupe)** | Ohio & New York **2021 – 2023**

**Associate Director, Strategy, Samsung North America**

Promoted from Manager, Strategy & Consulting (2021 – 2022). Strategy lead for Samsung Home Appliances; managed 2 strategists and led strategy for a cross-functional team of 35.

- Owned CRM strategy that grew Samsung CRM revenue 60% through audience strategy, lifecycle planning, and cross-channel personalization.
- Led North American go-to-market for Samsung Bespoke, activating 6M+ first-party customers across web, CRM, SMS, and MMS.
- Built the full-funnel content model for Home Appliances: product-page conversion +15%, deep-scroll engagement +42%; reused for North American launches for the next two years.

**VML (WPP)** | Puerto Rico **2018 – 2021**

**Vice President, Strategy**

Led a team of 25 (14 direct reports) and a $12M marketing budget ($20M including operations). Young & Rubicam merged into VML in 2018.

- Built the agency's media practice from zero to $6M cumulative ($2M in year one, about 20% of agency revenue) with no added headcount.
- Combined planning, governance, and production into one content supply chain: production costs −60%, delivery speed +30%.
- Designed Merck's omnichannel engagement strategy for Oncology and Vaccines within a regulated, compliance-reviewed process.

**YOUNG & RUBICAM (WPP)** | Puerto Rico **2016 – 2018**

**Digital Strategy Director**

- Molson Coors: turned a $300 digital-to-store pilot into a five-market Latin American program contributing $1M+ in sales.
- Hershey's: built a digital-to-retail program across five brands, delivering 12% year-over-year sales growth at Walmart, Target, and Walgreens.

**McCANN WORLDGROUP & UM (IPG)** | Puerto Rico & Latin America **2013 – 2016**

**Digital Media Director; Innovation & Creative Director**

Led a team of 10 across design, UX, and copy.

- Mastercard: led an online-to-offline rewards strategy using predictive audience modeling; $30M+ in earned media, adopted across the Caribbean and Central America.
- Garnier Fructis: built a weather-responsive advertising platform that adapted creative in real time, lifting sales 20%. Won two of Puerto Rico's first FOMLA Gold awards.

**EARLIER CAREER** **2002 – 2012**

Digital product, media, and customer experience roles at DDB (T-Mobile), GFR Media / El Nuevo Día, GE, and Atlantic University College.

## EDUCATION & CERTIFICATIONS

**MBA, Global Management:** University of Phoenix

**B.S., Industrial Design:** The Art Institutes of Florida

**Postgraduate studies:** University of Puerto Rico (Business Management; Management & Supervision)

**Certifications:** AI x Design Thinking (IDEO U) · Design Thinking for Innovation (University of Virginia) · WPP Executive Leadership Program · Data-Driven Product Management · HubSpot and Google certified since 2014

## TOOLS

**CRM & Automation:** HubSpot, Salesforce, Braze, Marketo, Klaviyo, 6sense

**Media & Analytics:** Google Ads, Meta Ads, LinkedIn Ads, DV360, GA4, Adobe Analytics, Looker Studio, Semrush

**AI & Workflow:** ChatGPT, Claude, AI agents, n8n, Zapier, Make, Figma, WordPress