

Mark Timbrook

CHANNEL MARKETING DIRECTOR

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Channel marketing leader with 15+ years driving revenue growth across manufacturing, distribution, and B2B markets. Known for blending creativity, data analytics, and go-to-market strategy to scale partner channels, accelerate demand, and maximize ROI. Proven ability to translate market insights into high-impact programs across distribution, product launches, and national partner ecosystems. Trusted executive partner with a track record of \$100M+ revenue influence.

AREAS OF EXPERTISE

Strategic Channel Development | Partner Recruitment and Management | Training and Enablement
Cross-functional Team Leadership | Revenue Generation Strategies | Cross-functional Collaboration
Executive Level Communication | Project Management

PROFESSIONAL EXPERIENCE

Channel Marketing Manager

2019 – Present

Building Material Distributors, Inc

Owned national channel marketing strategy for a multi-location distribution division, aligning partner programs with enterprise growth objectives and regional sales execution.

- Direct channel marketing programs influencing \$100M+ in annual revenue, integrating partner promotions, field enablement, and performance analytics.
- Organize and implement customer focused events in 5 major markets attributable to over \$5.5 million annually in business growth through new and existing builders, remodelers and contractors.
- Collaborate with product and marketing teams creating channel-specific campaigns and marketing materials.
- Manage and maintain a \$500k marketing budget and track the return on investment (ROI) of channel marketing activities.
- Leverage over \$500k from vendor co-op programs to maximize sales promotion budget for all business locations.
- Develop sales incentives, enablement tools, and marketing campaigns that drove over \$2 million in new opportunities for the Distribution Division driven by the company's strategic growth strategies.
- Develop multi-channel marketing campaigns that generate millions of dollars in opportunities, including a direct mail campaign with a 40% response rate and 50% conversion, resulting in over \$6 million in new business within one year.
- Establish and maintain strong relationships with 7 channel partners throughout the United States representing over \$250 million, providing them with marketing strategies, sales enablement tools, ongoing training, support, and feedback.
- Conduct market research and competitive analysis identifying new channel opportunities and best practices.
- Measure and report on the performance and effectiveness of channel marketing programs and initiatives and make data-driven recommendations for improvement.
- Demonstrate effective communication with stakeholders across all organizational levels, including C-suite executives, general managers, and sales teams.

President and Founder

2016 – 2019

Springs Up Marketing, LLC

Established and grew a full-service marketing service company including consulting services, digital marketing, video production, and mobile application development. Clients included automotive dealerships, a U.S.

Congressional candidate, restaurants, environmental services, and sports events services.

- Provided marketing services for small to medium businesses from \$200 thousand to \$50 million in revenue providing marketing strategies, lead generation, and marketing technology services.
- Championed a partner ecosystem networking and collaborating with complimentary businesses to grow customer offerings and solutions.
- Guided business leaders in marketing strategy, business development, and sales enablement tools.
- Grew resources for mobile applications developing more than 15 business and personal applications natively for Google and Android and as progressive web applications as well.
- Develop, script and produce videos for internal and client-side marketing using the Adobe Creative Suite including Premiere, After Effects, and Photoshop.

Director of Marketing

2015 – 2016

ICMI – Colorado Springs, CO

Oversaw global marketing initiatives, strategies, and budget for \$8M leading events and training organization.

Managed a small marketing team while directly responsible for marketing 4 major product and service lines.

- Produced, promoted, and managed 2 tradeshows annually with over 2,000 attendees, 50 speakers, and 40 exhibiting vendors.
- Produced, promoted, and managed 2 targeted for Call Center and Workforce Managers including 3 days of training and 20+ manager level courses.
- Led team to 8% sales growth in 2015 through marketing automation and digital strategies.
- Managed full redevelopment of main website, managing UX strategies through marketing team, responsive site through development team, and complete redesign through design team.
- Increased unique visitors to website by 35% while growing pageviews 49%.

Director of Marketing

2012 – 2015

ELDON JAMES CORPORATION – Denver, CO

Drove global marketing initiatives, strategies, and budget for \$10M leading plastics manufacturer serving customers in 40+ countries (industrial, food & beverage, automotive, medical).

- Launched a beverage division and line of products targeting a \$14B market by developing channel partners, spearheading market research, product development, packaging design, and pricing strategies
- Established grew a distribution and supply chain network partnering with the top 3 online retailers with \$150M target customer base.
- Developed new marketing strategies growing sales 50%+ in just 2 years by spearheading all marketing efforts, managing online strategies, creating new video and PR campaigns, and leveraging marketing automation tools.
- Transformed trade show results, driving ROI to 400%+ and increasing qualified leads 50% YOY by developing new lead gen strategies, integrating into CRM, and redesigning booth with video, graphics, and product demos.

TECHNICAL SKILLS

Salesforce | Marketing Cloud (Pardot) | Asana | Agility | Google Analytics | Adobe Creative Suite | CMS
MS Office | Other Marketing Automation Platforms: Eloqua | Act-On | Net-Results

EDUCATION

Bachelor of Science, Marketing. Colorado State University, Fort Collins, CO