

Mark Timbrook

SENIOR CHANNEL & COMMERCIAL MARKETING LEADER

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Channel and commercial marketing leader with 15+ years driving growth across manufacturing, distribution, building products, appliances and B2B/B2C markets. Lead marketing strategy across a complex portfolio of businesses and markets, connecting channel strategy, ecommerce, digital demand generation, marketing automation and sales enablement to measurable revenue outcomes. Experienced managing \$1M+ marketing budgets, \$1.5M+ in partner/co-op funding and programs influencing \$250M+ in annual revenue. Trusted partner to executive, sales and operational leadership with a record of building scalable go-to-market strategies in complex distribution environments.

AREAS OF EXPERTISE

Channel & GTM Strategy | Commercial Marketing | Portfolio Marketing | Building Products & Distribution | Demand Generation | Ecommerce & Omnichannel Strategy | Marketing Automation | Revenue Attribution & ROAS | Sales Enablement | Product Launches | Partner/Dealer Marketing | MDF & Co-op Management | Customer Segmentation | Executive Leadership | Marketing Analytics

PROFESSIONAL EXPERIENCE

Senior Channel Marketing Manager

2019 – Present

Building Material Distributors, Inc

Lead marketing strategy across a portfolio of appliance, lighting, building-products and manufacturing businesses, supporting distinct brands, markets, customer segments and go-to-market strategies across B2B and B2C channels.

- Lead evaluation and modernization of enterprise marketing automation strategy across a multi-brand organization, assessing CRM, ecommerce, SMS, segmentation, attribution and automated customer journeys to improve marketing scalability and potential annual technology savings.
- Develop omnichannel growth strategies connecting ecommerce, paid media, marketing automation and physical showroom traffic, using GA4, revenue attribution and ROAS analysis to optimize investment across multiple retail brands.
- Direct marketing strategy across a portfolio of regional and national businesses spanning appliances, lighting, building products and manufacturing, balancing individual brand positioning with enterprise growth objectives.
- Develop go-to-market strategies for new products and channel programs, including market segmentation, competitive positioning, value proposition development, sales enablement, launch planning and integrated demand generation.
- Partner with executive leadership, general managers, sales leaders and operational teams to translate business objectives into market strategy, investment recommendations and measurable growth programs.
- Direct channel marketing programs influencing \$250M+ in annual revenue, integrating partner promotions, field enablement, and performance analytics.
- Lead customer and trade events across five major markets, contributing \$5.5M+ annually in growth from new and existing builders, remodelers and contractors.
- Manage \$1M+ annual marketing budget and leverage \$1.5M+ in vendor co-op/MDF funding to expand market investment and maximize ROI across the business portfolio.

- Generated \$6M+ in new business within one year through an integrated channel campaign achieving 40% response and 50% conversion rates.
- Lead marketing relationships with 14 channel partners nationwide, developing growth strategies, sales enablement, training and partner activation programs.
- 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.
- Guided business leaders in marketing strategy, business development, and sales enablement tools.

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.

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).

- 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.
- Expanded presence in \$14B market, landing the top 3 online retailers with 1.2M target customer base by leading new retail product launch incl. market research, product development, packaging design, and pricing strategies.
- 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 | Pardot/Account Engagement | GA4 | Looker Studio | Google Ads | Google Merchant Center | Asana | Marketing Automation | CRM | Ecommerce Platforms | Adobe Creative Suite | Microsoft 365

EDUCATION

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