

MARK OGNE

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On-Demand B2B Sales & Marketing Excellence.
Impact Focused Stratection. Empower Teams.

High-Performance Account-Based Marketing: Fact-Based, research-driven best practice designed for revenue impact. Deep expertise in pilot programs for new programs or reinvigorating existing ones.

Ideal Customer Profile Construction: Some prospects hear your value proposition better, want it faster, are willing to pay more for it and stay longer. I identify this elite group and help you operationalize it.

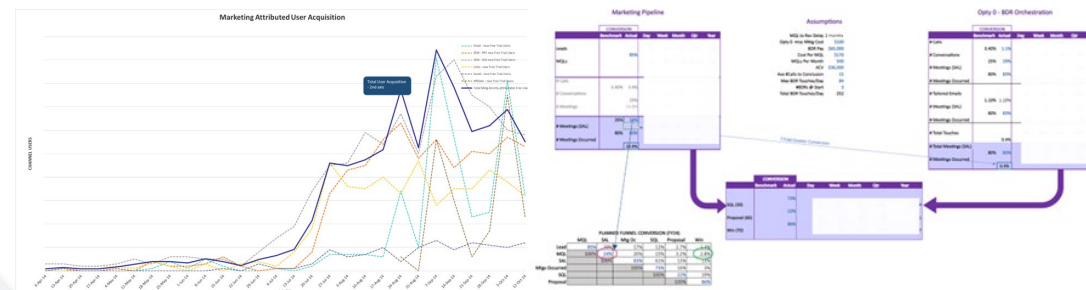
AI Adoption and Training: I've built training and tools to help you operationalize your starting point. We demystify the complexity and operationalize your dreams to succeed in this fast-paced environment.

Go-To-Market / Demand Optimization: I help you break through the noise, optimize demand efforts, avoid costly mistakes, and drive optimal results.

Measurement, Analytics, and Data Management: I construct a proper design of experiment that enables you to track and measure the performance with precision.

Product Marketing: Effective marketing requires effective market understanding and messaging. I construct and align key messages across products and between personas.

A Quant by Nature



I Enable Teams to Build and Execute Strategies That Drive Stratospheric Growth.

- ✓ **Global expertise, with the sensibility of a startup veteran**
- ✓ **Four successful exits**
- ✓ **Scaled from \$0 to \$355M ARR**
- ✓ **Over \$2B in revenue development**
- ✓ **Broad experience, deep results**

