

VIRGINIE GLAENZER

Digital Marketing, Business Transformation & Growth

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OBJECTIVE

To increase demand generation and brand awareness through innovating digital marketing programs that will foster customers' loyalty and retention with unique customer experiences.

EXPERTISEPROFILE

Agile marketing, growth hacker marketing, responsive storytelling

Digital branding and marketing, brand monetization, social and mobile marketing and strategy, mobile app development, niche marketing strategy, media and public relations

Influencers' strategy, fan and consumer engagement, brand and social media monitoring, social commerce, content development, blogging, disruptive new media, SEO-SEM

Metrics and analytics, marketing ROI, business development, sales strategy (CRM), customer acquisition driven and customer retention marketing programs

SPEAKINGPROFILE

- Chief Growth Officer Summit
- Next Generation Customer Experience Summit
- C-Suite Conference
- The Marketing Forum

CAREERHIGHLIGHT

Virginie has harnessed more than 25 years of experience as a renowned digital expert through executive leadership, consulting work, keynoting and thought leadership.

Promoting emerging leadership trends and evolving leaders' relationship to others is what Virginie excels at.

After moving to the US in 1999 from France with four suitcases and a head full of dreams, she co-founded three tech starts-up and began her journey to immerse herself in conscious leadership training in various disciplines such as psychology, wisdom traditions, awareness and mindfulness practices.

PRESSHIGHLIGHT

She is the author of The Awakened Brand available for order: <https://lnkd.in/d6S9MHE>.

Virginie is the host of the Pass the Mic podcast, which aims to bring compassion and conscious leadership to business and in our personal lives and help listeners ask themselves questions to become conscious self-authoring leaders.

EDUCATION

H.E.C 1998, France - MBA major management, minor marketing
CNAM 1993 france - Certificate Psychology in the workplace.

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DIGITALEXPERTISE

AREAS	INDUSTRY	AUDIENCES	PROGRAMS
DEMAND GENERATION BRAND AWARENESS SALES LEADERSHIP	SAAS, ENERGY, RESEARCH, SERVICES, RETAIL, TECH	B to B Fortune 500, 2000 to mid-size, executives suite to non-decision makers. B to C including millennials, baby boomers, Freelancers, students, head of household	Strategy rebranding, PR, social media, community building, content planning. Email, advertising, SEO, events and sponsorships, partnerships and ABM. Closed first customers, build \$10M pipeline, closed \$2M deals

BUSINESSEXPERIENCE

AcornOak Agency

Since Dec 2018

Founder, Marketer for Hire, Fractional CMO and Executive Advisor

AcornOak Agency is an expert strategic advisory team of future-focused, socially responsible women helping organizations and leaders build remarkable brands and seize opportunities for growth while empowering women of experience with a belief that the world is a better place when the feminine and masculine energy on the planet are more in balance.

Accomplishments: In charge of designing marketing and sales funnel strategies to drive growth and helping leaders navigate complexity with confidence and clarity of thought.

SoHo Places

2017 to 2018

VP Operations, Marketing and Customer Experience

Converting vacant retail into on demand coworking community pop-up.

Accomplishments: built a 1,000 freelancers community, 240% growth MOM, 38% conversion to repeat customers, grew email list to 5,000 contacts.

Maru/EDR

2016 to 2017

Vice-President Operations, Marketing and Customer Experience

Leader in voice of the customer program.

Accomplishments: Executed the implementation of all digital tactics which included launching a [CX leaders Community](#), UI/UX website redesign, SEO and advertising, grew list to 1,000 executives, Social media, private events, speaking and sponsoring conferences, and worked closely with sales to produce compelling sales collaterals, engage customers and pi

Great Eastern Energy

2014 to 2016

Head of Marketing and Customer Experience

Leading supplier of natural gas, electricity and renewable energy in the Northeast.

Accomplishments: Transformed GEE from a sales-focused, commodity business to a technology-driven marketing organization with a strong customer-centric culture. Increase by 150% customer acquisition and reduced churn by 45%.

LiveWorld

2012 to 2014

Vice-President of Marketing

Social content marketing technology and service company providing solutions to improve customer relationships, marketing, customer support through social engagement, moderation and insight.

Major Accomplishments: Led the 360 degrees digital and social media marketing strategy and execution to raise company brand awareness and generate sales leads while embracing internal technologies best practices to support the company's growth.

Archer Mobile

2011 to 2012

Role: Director of Marketing and Social Media

Provider of mobile engagement solutions. Acquired

eCairn

2012 to 2010

Role: Director of Sales and Marketing

Key influencers social media technology.

DeepDyve

2008 to 2009

Role: Senior Account Executive

Media and peer-reviewed journals content platform.

Socket Mobile

2007 to 2008

Role: Senior Business Channel Manager

Leading innovator of data capture and delivery solutions for enhanced productivity

Inventop

2002 to 2006

Co-founder. 50,000 customers. Acquired.

TESTIMONIALS REFERENCES



Dominique Lahaix

Founder & Ceo at eCairn Inc

November 15, 2019, Dominique was a client of Virginie's

Virginie helped us looking at product-market fit of one of our new offering. She used interviews, marketing campaigns, and created content to test the market and understand what customers were really looking for.

This was key to simplify the product and redesign it around the key pain points we discovered.

I really enjoy working with Virginie. Very professional, great strategic thinking and lots of common sense. [See less](#)



Jill Slachta

Sales and Services Leader at Tableau Software -- We're Hiring!!

November 8, 2017, Jill managed Virginie directly

Virginie has been a pleasure to have on my team. She brings a wonderful energy to the office each and every day and works diligently to achieve milestones and objectives. She is an out-of-the-box thinker and always challenges the accepted approach to come up with something fresh and different. She is also well-liked by her industry peers and has the ability to build a network quickly and effortlessly. She embraces challenges and is a terrific multi-tasker...particularly important in a small start-up. Virginie would be a valuable senior member of any marketing team. [See less](#)



Jeffrey Hayzlett

Chairman, Host of C-Suite with Jeffrey Hayzlett and Executive Perspectives LIVE on C-Suite TV

April 15, 2014, Virginie was a client of Jeffrey's

Virginie is a top notch professional marketer. I find her energy, expertise and especially her positive mood to be infectious. I have worked with her directly for a few years and have always found her to be wanting to do the very best work while balancing budgets and resources. Its nice to see someone so focused on the growing the business and delivering on promises! She is a real asset. [See less](#)



Barry Weinman

Chairman Board of Directors at Kinetico Inc 2012 to June 30, 2019, Board member July 1, 2019

April 12, 2014, Barry worked with Virginie but at different companies

As co-founder of Allegis Capital, a Venture Fund with about \$700 Million under management, I have been an investor in LVWD since prior to its IPO, I have been on the LVWD Board for over 10 years. I have known Virginie prior to her joining LVWD as VP of Marketing. I have the highest regard for her integrity, energy, and skill set. I was pleased when she was recruited to LVWD and she has been an excellent member of the management team. [See less](#)