

# JAISON A. LANE, MBA

## DIRECTOR, MESSAGING MANAGEMENT & ORCHESTRATION | DIGITAL ENGAGEMENT OPERATIONS

Enterprise Channel Operations | CRM & MarTech | Campaign Activation | AI Personalization | Healthcare

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Healthcare digital engagement and marketing operations executive with 20+ years leading channel activation, CRM/MarTech operations, personalization, experimentation, and enterprise execution across regulated healthcare, SaaS, data, and digital commerce. Translates business priorities and journey strategies into scalable audience segmentation, messaging deployment, automation, testing, governance, and measurement across web, CRM, email, digital platforms, and customer applications. Led 13 direct and 25+ indirect reports and programs influencing \$150M+ in annual revenue; improved reporting turnaround 60% and execution efficiency 35% through AI-enabled workflows.

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|-----------------------------------------|---------------------------------------------|-------------------------------------|---------------------------------------------|
| \$150M+<br>ANNUAL REVENUE<br>INFLUENCED | 60%<br>REPORTING<br>TURNAROUND<br>REDUCTION | 35%<br>EXECUTION EFFICIENCY<br>GAIN | 13   25+<br>DIRECT   INDIRECT<br>LEADERSHIP |
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## ENTERPRISE DIGITAL ENGAGEMENT & ORCHESTRATION

**WHAT I OPERATE:** Scalable digital engagement programs across CRM, web, email, digital content, automation, campaigns, launches, and customer-facing experiences.

**HOW I ORCHESTRATE:** Translate journey strategy and campaign plans into audience rules, message deployment, automation, testing, QA, measurement, and continuous optimization across channels.

**HOW I GOVERN:** Establish channel standards, campaign workflows, privacy/compliance-aware execution, deliverability, experimentation, performance reporting, and operating cadences that connect Marketing, Digital, IT, Analytics, Product, and Operations.

**CORE STRENGTHS:** Enterprise Digital Engagement Operations | Marketing Channel Operations | Campaign Activation | Journey Orchestration | CRM/CDP/MarTech | Personalization & Experimentation | AI-Enabled Messaging | A/B Testing | Audience Segmentation | Channel Governance | Marketing Automation | Data & Analytics | Regulated Healthcare | Cross-Functional Leadership | Consumer Engagement

## PROFESSIONAL EXPERIENCE

### RINGO VMS | HEALTHCARE SAAS | DIGITAL ENGAGEMENT, CRM & MARKETING OPERATIONS

**Head of Marketing** | Jan 2025–Present

Lead digital engagement and marketing operations for a healthcare workforce technology platform serving health systems, provider recruiters, and healthcare professionals, translating campaign and launch strategies into coordinated execution across web, CRM, email, landing experiences, content, events, retargeting, and AI-enabled workflows.

- Increased inbound engagement 34% by operationalizing audience segmentation, lead capture, nurture journeys, website messaging, retargeting, routing, and Sales handoffs across enterprise and individual customer paths.
- Reached 100% of the Q3 MQL-to-SQL goal in under two months and 158% of the quarterly engagement goal by tightening campaign activation, qualification rules, follow-up workflows, and measurement around qualified conversations.
- Cut reporting turnaround 60% and improved execution efficiency 35% by embedding AI-assisted research, messaging, content production, lead scoring, campaign optimization, and executive reporting into the marketing operating model.
- Partner with Sales, Product, Customer Success, and executive leadership to standardize campaign intake, launch readiness, CRM handoffs, attribution, dashboards, and performance reviews across a lean, fast-moving organization.
- Strengthened HCP and healthcare stakeholder engagement through targeted messaging, educational content, thought leadership, case studies, testimonials, webinars, and event programs aligned to audience needs and measurable engagement goals.

### CAESARSTONE | GLOBAL BUILDING-PRODUCTS BRAND | DIGITAL PLATFORMS, COMMERCE & CUSTOMER EXPERIENCE

**North America Digital Marketing Director** | Sep 2022–Dec 2024

Directed North America digital platforms, website ecosystem, customer journeys, commerce, acquisition, lifecycle, and partner programs while leading an 11-person international team, agencies, cross-functional stakeholders, and a multimillion-dollar portfolio.

- Generated \$8M+ in incremental revenue and increased qualified leads 77% YoY by coordinating paid, organic, email, content, retail, partner, and conversion programs across connected digital journeys.

- Grew online revenue 43%, website traffic 28.3%, organic traffic 68%, and sample requests 20.1% through segmentation, personalization, A/B testing, journey optimization, and conversion improvements.
- Expanded digital product and showroom engagement 305% by optimizing high-intent experiences, content pathways, calls to action, and self-service product discovery across digital and physical touchpoints.
- Partnered with The Home Depot, IKEA, and Lowe's to strengthen digital product visibility and brand presence across retailer websites, driving qualified traffic, engagement, and revenue through coordinated merchandising and digital commerce initiatives.

## **LEXISNEXIS RISK SOLUTIONS | REGULATED HEALTHCARE, DATA & ENTERPRISE MARKETING OPERATIONS**

**Marketing Director** | Apr 2016–Aug 2022

Led enterprise marketing operations, digital engagement, CRM, automation, analytics, and campaign execution across five healthcare, insurance, risk, and data portfolios while managing 13 direct and 25+ indirect reports in a highly matrixed, regulated environment.

- Influenced \$150M+ in annual revenue while managing multimillion-dollar marketing investments and operationalizing segmentation, campaign activation, nurture, automation, attribution, and performance measurement across enterprise programs.
- Partnered with Sales, Product, Analytics, RevOps, legal/compliance, and technology stakeholders to translate business priorities into scalable campaign workflows, audience strategies, personalized messaging, testing, and connected reporting.
- Improved lead management, nurture, channel performance, attribution, and pipeline visibility by standardizing CRM processes, campaign governance, data quality, performance dashboards, and cross-functional operating cadences.
- Supported regulated promotional review and compliance-aware messaging while translating complex healthcare, risk, and data solutions into clear digital experiences, customer education, executive content, and sales-ready communications.

## **THRIVE DIGITAL AGENCY | HEALTHCARE, PHARMA, SAAS & DIGITAL ENGAGEMENT OPERATIONS**

**Senior Marketing Manager** | Apr 2009–Apr 2016

Directed integrated digital engagement and campaign operations for healthcare, pharma, SaaS, and enterprise clients including Pfizer, Optum, Medidata Solutions, Veeva Systems, and Siemens.

- Generated \$62.5M+ in recurring annual pipeline and improved inbound conversion 18% through coordinated email, paid media, web, landing pages, automation, lifecycle, content, webinars, testing, and conversion programs.
- Built repeatable campaign playbooks covering intake, audience segmentation, message matrices, channel calendars, automation, QA, A/B testing, performance reporting, and optimization for lean client teams operating at scale.
- Partnered with client Marketing, Product, Sales, analytics, and technology teams to translate strategy into executable channel plans, campaign workflows, launch support, and measurable engagement programs.
- Supported promotional review and compliance processes for healthcare and pharmaceutical work, aligning messaging and digital materials with brand, legal, regulatory, and client governance requirements.
- Improved execution speed and consistency by converting complex briefs into campaign builds, lifecycle journeys, testing roadmaps, performance dashboards, and executive recommendations across multiple concurrent accounts.

## **COX ENTERPRISES | ENTERPRISE SAAS, CRM & DIGITAL CUSTOMER ENGAGEMENT**

**Marketing Manager** | Jun 2005–Apr 2009

Led digital customer acquisition, lifecycle engagement, partner programs, and platform-growth initiatives supporting Salesforce's enterprise SaaS ecosystem and CRM adoption.

- Drove customer acquisition and engagement through audience segmentation, digital demand generation, lifecycle marketing, automation, partner activation, and performance measurement.
- Expanded customer and prospect engagement by strengthening acquisition journeys, nurture programs, account targeting, campaign tracking, and audience-data strategy across enterprise segments.
- Partnered with Product, Sales, and channel teams to sharpen platform positioning, improve customer journeys, strengthen adoption programs, and connect marketing activity to commercial outcomes.
- Supported scalable CRM and campaign operations by improving data discipline, audience segmentation, campaign tracking, account visibility, reporting, and cross-functional handoffs between Marketing and Sales.
- Translated CRM, automation, data, and workflow capabilities into clear customer value propositions, digital communications, sales enablement, and adoption-oriented engagement programs.

## DIGITAL ENGAGEMENT OPERATING MODEL

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**ACTIVATION:** Campaign intake | audience segmentation | message deployment | automation | personalization | channel coordination | QA | launch readiness | deliverability

**OPTIMIZATION:** A/B testing | experimentation | AI-enabled messaging | engagement analytics | conversion analysis | channel health | continuous improvement | executive dashboards

**GOVERNANCE:** CRM/CDP standards | privacy/compliance-aware execution | data quality | workflow documentation | performance KPIs | cross-functional decision rights | scalable operating cadences

## EDUCATION, MARTECH & LEADERSHIP

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**EDUCATION:** MBA, Florida International University | BBA, Marketing, Clayton State University

**CERTIFICATIONS:** Harvard Machine Learning & AI with Python | GA4 | Google Ads Search | Google AI-Powered Performance Ads | HubSpot Email & Social Media | Eloqua | Terminus ABM | LinkedIn Generative AI Career Essentials

**CRM, CDP & AUTOMATION:** Salesforce | Adobe Experience Platform (AEP) | Tealium | HubSpot | Marketo | Pardot | Eloqua | Braze | Klaviyo | 6sense | Demandbase | Lifecycle Automation

**DIGITAL, CMS, ANALYTICS & AI:** AEM | Sitecore | WordPress | Drupal | Adobe Target | Adobe Analytics | GA4 | Tableau | Power BI | A/B Testing | Personalization | ChatGPT | Claude | Gemini | Manus | Workflow Automation

**LEADERSHIP & AFFILIATIONS:** Black Leaders Worldwide – 2026 Men to Watch Award | Black Executive Men – Regional Leader | ACHE | HIMSS | National Black MBA Association | American Marketing Association