

Hannon Brett

VP Marketing & CMO | Founder The Zulu Method | Applying for Senior Director, Strategic Marketing

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■ SUMMARY

Applying for the Senior Director, Strategic Marketing role at CoreStory. I'm a 5x VP of Marketing/CMO with 20+ years of B2B SaaS go to market experience. I bring The Zulu Method, an AI-native marketing department, with me. You get a dedicated Sr. Marketing Manager and 5 senior-run marketing channels covering strategic marketing, executive messaging, analyst relations, and category positioning for enterprise AI software, live and producing in 30 days instead of the months a new hire needs to ramp. For less than the fully burdened cost of the person you're looking to hire.

■ CORE COMPETENCIES

Enterprise B2B Marketing Strategy · Product Marketing · Executive Messaging · Analyst Relations (Gartner, Forrester, IDC) · Category Strategy · Competitive Positioning · Sales Enablement · Thought Leadership · Technical Product Translation · Developer Audience Marketing · Partner Marketing · Market Research · SEO/GEO · AI Strategy & Leadership · AI Automation · AI-Native Go-To-Market · Holistic AI Transformation

■ EXPERIENCE

VP Marketing & Partnerships, 8020 Consulting

Jul 2024 - Jul 2025

Engaged to scale a local LA brand into a nationwide contender, rebuilt brand, content, social and ABM motion on a limited budget.

- Completely redesigned the brand: strategic narrative, positioning, voice and tone, messaging, and digital presence across all channels.
- Generated approximately 200 high-quality MQLs, over 10x the previous run-rate, accounting for 11%+ of all revenue generated within the first 10 months.

VP of GTM & Marketing, Cisive

Jun 2023 - Jun 2024

Recruited to build the company's first holistic GTM and Revenue Marketing ecosystem across 3 brands.

- Drove a 2,192% increase in high-intent inbound MQLs (24 to 550 per quarter), delivering \$30M in influenced pipeline and \$6M in attributed revenue.
- Rebuilt the GTM and sales techstack into an enterprise, exit-ready platform. Led and grew a small, inherited team of 4 into a 15-person team.

VP of Marketing, Integrate.io & DreamFactory

Jan 2022 - Jun 2023

Built a PE fund's first formal Revenue Marketing platform, defining and relaunching two brands.

- Established an SEO and content playbook that drove 6M+ inbound monthly views and average first or second page SERP ranking for 15 top keywords, accounting for 41% of inbound SQOs.
- Delivered 287% SQO growth, driving \$2.5M+ in new MRR pipeline (159%+ YoY increase).

CMO (Fractional), involve.ai

Sep 2021 - Jan 2022

Built a formal Marketing Department from scratch, relaunching the company's core strategic narrative and brand.

- Delivered 117% SQO growth (~200 SQOs), driving almost \$10M in new MRR pipeline (+78% QoQ) with ~\$400K in new ARR in just 6 months.
- Architected departmental infrastructure from scratch in under 5 months: strategy, playbooks, 2-week agile sprints, editorial calendar.

• WHY THE ZULU METHOD BEATS THE POSITION YOU POSTED

Here's the real math of this position using the numbers from your posting.

ANNUAL SAVINGS

\$160,100

57% less than your fully burdened hire

TIME TO LIVE

30 days

vs 3-6 months to gamble on hiring & ramping

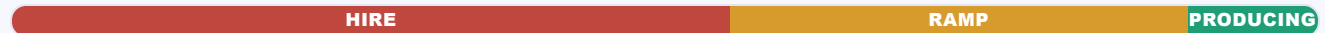
BURN AVOIDED

\$46,700

salary paid during the ramp without pipeline

The role you posted

~5 months to productive



The Zulu Method

30 days to live



5 Sr-Run Channels

vs 1-2 one hire can run



Live In 30 Days

no hiring cycle, no ramp



5x VP/CMO Led

senior judgment on every channel



Month-To-Month

no salary, no equity, never locked-in

• THE ONBOARDING PLAN

MEET YOUR EXPERT

We map CoreStory's growth vision, ICP, and GTM priorities with you and your team.

ONBOARDING

We gather your brand, product, and customer data and start building your core channel systems.

BETA TESTING

Every channel is tested and reviewed with you before anything goes live.

LAUNCH & MONITOR

Campaigns launch across your core channels with twice-weekly performance reviews and continuous optimization.

Our Growth Plan @ **\$9,995/month** vs fully burdened hire at **\$280,000/year**.

I built The Zulu Method because I lived your exact challenge 5x.

We save you 3-6 months, \$100,000s, and give you a full AI-powered marketing team in 30 days.

thezulumethod.com

Run Your Own Numbers

Book 15 Minutes With Me

No salary listed in the posting. Base of \$200,000 estimated from market data for Senior Director, Strategic Marketing roles at comparable companies. All other figures computed per The Zulu Method's standard cost model.