

Glenn M. Munlawin

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Summary

Senior demand generation and ABM leader with 10+ years driving pipeline growth for enterprise and mid-market B2B SaaS organizations. Experienced in building full-funnel GTM programs across paid media, lifecycle marketing, webinars, and SDR-aligned ABM strategies that generate measurable pipeline and revenue impact.

Work Experience

Growth Marketing Strategist, Multiple Clients | Nov 2025 – Present | San Diego, CA

- Built B2B demand generation playbooks and lead nurture frameworks for SaaS and enterprise clients, defining MQL and SQL criteria, optimizing funnels, and leveraging marketing automation platforms (HubSpot, Marketo) for campaign strategy, automation workflows, and multi-channel execution.
- Designed and deployed AI-assisted marketing workflows for early-stage client Arccos, building agentic automations for lead scoring, campaign triggering, and content personalization in HubSpot, reducing manual campaign overhead and accelerating time-to-launch across growth programs.
- Partnered with startup and growth-stage clients to build foundational GTM infrastructure from scratch, including ICP definition, channel strategy, and onboarding, enabling clients to operationalize demand generation without a full in-house marketing team.

Smarty, Director, Growth Marketing, ABM (Consulting) | Mar 2025 - Oct 2025 | Chicago, IL

- Led enterprise SaaS ABM programs across 1:1, 1:few, and 1:many tiers; grew Tier 1 account engagement 55% and lifted marketing-sourced pipeline 42%, partnering with sales and SDR teams on intent-based targeting.
- Took over the 6sense instance for account scoring, prioritization, and orchestration, cutting cost per SAL 62%, SDR follow-up time 30%, and sales cycle velocity 20% through shared pipeline dashboards with Sales and RevOps.
- Executed multi-vertical nurture campaigns across Retail, Media & Entertainment, and GenAI; identified underperforming channels using intent data and redirected budget to high-efficiency segments, driving incremental pipeline growth.

Aprimo, Senior Manager, Demand Generation | Mar 2024 - Dec 2024 | Chicago, IL

- Owned demand gen and ABM programs across email, paid media, and webinars for Enterprise and Mid-Market segments, generating \$8.5M in influenced pipeline and growing marketing-sourced bookings from 63% to 84% through SDR alignment and account-level personalization.
- Managed HubSpot operations and vendor budgets end-to-end, cutting CPL 35% and lifting webinar attendance 65%.
- Standardized campaign intake processes and QA frameworks across teams; maintained clean UTM tracking and attribution integrity, enabling accurate pipeline measurement and optimization decisions.

Clouduary, Senior Manager, Demand Marketing | Aug 2021 - Aug 2023 | Sunnyvale, CA

- Generated \$3.2M in net-new pipeline and \$3M in ARR through ABM and targeted paid media, lifecycle marketing, and sales programs covering Commercial through Enterprise deals.
- Grew SAL creation 70% and ICP engagement 40% using ABM; improved webinar-to-opportunity conversion 25% and doubled content hub engagement through closer coordination with content and events teams.
- Replaced calendar-based nurture cadences with behavior-triggered email sequences; reduced time-to-conversion for active users and accelerated product adoption within the existing customer base.

Inseego, Head of Digital Marketing | Mar 2019 - Aug 2021 | San Diego, CA

- Drove global digital demand strategy across paid and lifecycle channels, delivering 25% revenue growth, 3.2x ROAS improvement, and a 40% lift in lead-to-opportunity conversion through AI-driven attribution and funnel refinement.
- Grew enterprise demo requests 52% and cut cost per opportunity 41% mid-GTM transition.

Teradata, Director, Campaign Execution and Marketing Operations | Mar 2017 - Jan 2019 | San Diego, CA

- Owned global demand and account-first ABM programs, lifting MQL-to-SQL conversion 50%, SQL creation 60%, EMEA close rates 32%, and pipeline velocity 22%.

Growth Marketing Consultant, Growth Marketing Strategist | Jan 2012 - Mar 2017 | San Francisco, CA

- Built demand generation and automation programs for B2B SaaS clients (Intuit, OpenText, Nielsen), driving a 35% response rate, 55% higher engagement, 40% inbound growth, and ~40% ROI improvement.

Education

San Francisco State University Bachelor of Arts, Psychology | San Francisco, CA

Core Skills

Demand Generation & ABM, Pipeline Generation, Lifecycle Marketing, SDR Alignment, Paid Media & Nurture, Revenue Attribution, Funnel Optimization, Webinar & Event Marketing

Platforms

6sense, Salesforce, HubSpot, Marketo, LinkedIn Ads, Terminus, Outreach, SalesLoft