

Glenn M. Munlawin

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Summary

Senior demand generation and ABM leader building full-funnel GTM programs that grow pipeline and revenue for enterprise and mid-market B2B SaaS companies. I own multi-channel strategy, intent-driven ABM, lifecycle programs, vendor management, and close sales alignment to raise account engagement, conversion rates, and marketing-sourced bookings.

Core Expertise

Demand Generation | Account-Based Marketing | Pipeline Generation | Lifecycle Marketing | Paid Media | Webinar and Event Marketing | SDR and Sales Alignment | Revenue Attribution | Marketing Automation | Funnel Optimization | Budget and Vendor Management

Work Experience

Lead Growth Consultant, Multiple Clients | November 2025 – Present | San Diego, CA

- Built demand generation programs for startup and growth-stage SaaS clients, ICPs, channel strategy, lead nurture frameworks, MQL/SQL criteria, across HubSpot and Marketo.
- Designed AI-assisted HubSpot workflows for client Arccos, automating lead scoring and campaign triggering to cut manual work and speed up launches.

Smartly, Director, Growth Marketing, ABM | March 2025 – October 2025 | Chicago, IL

- Grew Tier 1 account engagement 55% and marketing-sourced pipeline 42% through enterprise and upper mid-market ABM.
- Ran 1:1, 1:few, and 1:many campaigns across paid, nurture, and vertical programs targeting Retail, Media & Entertainment, and GenAI.
- Owned 6sense scoring and orchestration, cutting cost per SAL 62% through shared dashboards with Sales and RevOps.

Aprimo, Senior Manager, Demand Generation | March 2024 – December 2024 | Chicago, IL

- Generated \$8.5M in influenced pipeline and increased marketing-sourced bookings from 63% to 84% through full-funnel demand generation and ABM.
- Owned multi-channel demand generation strategy (paid media, email, webinars, account personalization), HubSpot operations, vendor budgets, and revenue attribution.

Cloudinary, Senior Manager, Demand Marketing | August 2021 – August 2023 | Sunnyvale, CA

- Generated \$3.2M in net-new pipeline and \$3M in ARR while growing SAL creation 70% through ABM, paid media, and lifecycle marketing programs.
- Replaced calendar-based nurtures with behavior-triggered journeys, lifting webinar-to-opportunity conversion.

Inseego, Head of Digital Marketing | March 2019 – August 2021 | San Diego, CA

- Led global digital demand and lifecycle strategy, driving 25% revenue growth and 3.2x ROAS.

Teradata, Director, Campaign Execution | March 2017 – January 2019 | San Diego, CA

- Led global demand generation and account-first ABM programs, lifting MQL-to-SQL conversion 50%.

Growth Consultant, Multiple Clients | January 2012 – March 2017 | San Francisco, CA

- Built demand gen and automation programs for Intuit, OpenText, and Nielsen, driving double-digit gains in engagement and response rates.

Education

Bachelor of Arts, Psychology

San Francisco State University | San Francisco, CA

Certifications

- 6sense Next-Gen Marketing | 6sense
- HubSpot Marketing Hub Software Certified | HubSpot Academy

Platforms

6sense | Terminus | Salesforce | HubSpot | Marketo | LinkedIn Ads | Outreach | SalesLoft | ZoomInfo | Goldcast