

# Michael Sestak

Enterprise Marketing Leader | Building Campaigns that Convert & Teams that Win

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Kansas City Metro Area | United States | Open to Onsite, Hybrid, Travel, Remote  
sestak@gmail.com | 913-954-1267 | [linkedin.com/in/sestak](https://www.linkedin.com/in/sestak) | [michaelsestak.com](https://michaelsestak.com)

## Senior Director of Marketing

**GTM Leader | SaaS & AI Growth Strategist | Campaigns that Convert, Teams that Win | IBM Veteran**

### SUMMARY

Enterprise Marketing Leader with 15+ years of experience launching category-defining products, scaling SaaS and AI growth, and leading GTM strategy across billion-dollar portfolios. Former IBM GTM Director trusted to drive \$20M+ in cloud services pipeline through bold storytelling, creative firepower, and executional discipline. I bring the agility of an individual contributor and the strategic vision of a director, rallying teams, aligning stakeholders, and turning complex technology into compelling narratives that accelerate revenue. Known for high EQ, sharp instincts, and a bias for action. Built to launch. Wired for growth. Trusted to deliver.

### KEY ACHIEVEMENTS

- Drove \$20M+ in pipeline growth by creating product demos and GTM messaging that accelerated enterprise sales cycles.
- Grew SaaS adoption 30% through personalized messaging, precision targeting, and full-funnel alignment.
- Launched a Seismic AI hub powered by Watsonx LLM, deployed company-wide, reducing seller search time by 70%.
- Coached high-performing teams, rolling out scalable tools that elevated win rates by 25% across global sales.

### PROFESSIONAL EXPERIENCE | KEY WINS

#### Fractional Marketing Leader | Principal Consultant

Dec 2024 – Present

Avenue 34 – Kansas City, MO

- Partnered with B2B brands and nonprofits to sharpen market positioning, scale digital content strategy, and grow audience engagement across web, video, podcast, and learning platforms.
- Developed high-impact content systems that improved brand visibility and audience retention across owned channels.

#### Senior Product Marketing Manager | GTM & Customer Success Leader

Jan 2023 – Nov 2024

IBM – Remote

Led full-funnel GTM strategy for IBM's \$1B AI services portfolio. Growing adoption, retention, and revenue through data-informed campaigns across paid social, email, podcast, and content.

- Led end-to-end GTM for Watsonx AI feature launches, from positioning and messaging to sales enablement.
- Elevated confidence and consistency in sales pitches across global teams, leading to 3x greater adoption of core enablement resources.
- Produced award-winning messaging and executive-facing videos, shaping narratives that resonated with customers and elevated product visibility, working shoulder-to-shoulder with Product, Creative, & Sales to deliver a unified GTM.

#### Senior Marketing Strategist | Global Sales Enablement Lead

Feb 2020 – Dec 2022

IBM – Leawood, KS

Led global enablement and content strategy across IBM Cloud, AI, and Security portfolios, delivering persona-aligned tools, sales assets, and training to enterprise sellers worldwide.

- Created high-impact messaging, content, client presentations, product demos, and training programs that drove adoption and up to 30% growth in cross-sell opportunities.
- Launched a simplified Services Offering Framework, aligning GTM strategy for the top 15% of 300+ offerings across 4 portfolios: automation, security, sustainability, and AI.

## **Director of Marketing, Data and AI | National Campaigns**

Dec 2015 – Feb 2020

**IBM** – Leawood, KS

Directed brand messaging and demand generation for IBM's enterprise AI and data portfolio, driving scalable growth and building a "marketing mentorship" structure to accelerate skills development and in-house creative work.

- Continuously optimized GTM campaigns using data-driven A/B testing, increasing lead quality, and lowering CAC.
- Directed a team of 10 product marketers in executing omnichannel campaigns for IBM's AI and Data business—achieving 30% YoY growth and saving \$2M in agency costs through in-house creative leadership.
- Launched integrated campaigns across podcasts, email drips, paid search, and social, accelerating leads by 40%.
- Directed a team producing win stories, customer videos, case studies, and technical presentations to support global marketing campaigns, partnering with customer marketing to highlight solution impact.

## **Director, Marketing & Strategic Projects**

Sep 2011 – May 2015

**ScriptPro** – Mission, KS

- Led project strategy, launching \$3.4M in healthcare technology across remote & highly regulated environments.
- Delivered rollout plans, marketing assets, & compliance content, accelerating project execution & implementation.

## **Director, Marketing & Operations**

Sep 2007 – Sep 2011

**Angelus Press** – Kansas City, MO

- Drove full-scale transformation of marketing and operations, doubling revenue growth by introducing a digital strategy, streamlining workflows, and upskilling a high-performing team of 15 to accelerate project execution.

## **EXECUTIVE RECOGNITION**

IBM **Global Impact Award**, IBM **Entrepreneur Award**, IBM **8x Winner** for leadership, sales enablement, & creative impact.

## **TECHNICAL & CREATIVE COMPETENCIES**

### **Marketing Strategy & GTM**

Product Positioning • Messaging • Launches • Sales Enablement • Customer Segmentation • GTM Planning

### **Campaign Execution & Growth**

ABM • Email • Paid Media • Podcasts • Content Strategy • Funnel Optimization • Customer Success • PLG & SLG Models

### **Creative & Storytelling**

Video • Motion Design • Brand Voice • AI Tools • Executive Communications • Event Marketing • Multimedia Production

## **TOOLS**

Google Analytics • Salesforce • Seismic • Tableau • HubSpot • Marketo • MS Office Suite • Adobe Creative Suite • Final Cut Pro • Canva • Jasper • ChatGPT • Figma • HTML/CSS • JIRA • Slack • Trello

## **CERTIFICATIONS**

Adobe **Marketing Specialist**, HubSpot **Content Marketing**, IBM **AI Essentials**, Google **Data Analytics**, Google **Cybersecurity**

## **EDUCATION**

### **MBA, Business Administration**

*Western Governors University – Kansas City, MO - Expected August 2025*

### **BBA, Human Resource Management**

*University of Arkansas Grantham – Kansas City, MO - 2018*