

MICHAEL SAAD

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Performance Marketing Executive

Innovative marketing leader with expertise in performance marketing and e-commerce across retail automotive, technology, health care, home services, information security, and sports marketing. Leading growth marketing and demand generation teams with people-first approach, clarity, humility, positivity.

EXPERIENCE

marketingFORWARD – Raleigh, NC (Jan 2024 –)

Chief Marketing Officer (Fractional)

Guide multiple clients towards aspirational growth objectives in performance marketing, e-commerce, demand generation. I delivered sold out tournaments through EOY 2024 for OneHockey through international expansion, an affiliate program, and an insiders community. For LessonAdventures, I led brand positioning, web presence, and demand generation resulting in a full roster of music students.

Groundworks, LLC – Virginia Beach, VA (Jul 2023 – Jan 2024)

Vice President of Performance Marketing

Led the team of 20+ digital marketing experts across paid search, affiliate, organic SEO, display, social media, OTT/CTV, direct mail to exceed growth targets for the leading home foundation repair company.

- Achieved \$10.20 ROAS and surpassed MQL targets consistently through a managed media mix
- Developed SEO & AI content strategy resulting 28% YoY organic traffic growth across 20 websites
- Led cross-functional team focused on UX and CRO with CvR improving from 2.6 to 3.24% sitewide
- Paid search program achieved \$9.9 ROAS by implementing dynamic creative and landing pages
- Managed \$100MM annual marketing budget and achieved 16% improvement in ROAS
- Reported to the Chief Marketing Officer CMO

Affordable Care, LLC – Morrisville, NC (Jun 2022 – Jun 2023)

Director of Marketing

Led all aspects of brand and demand generation for a PE-backed healthcare (DSO) start-up. Highlights:

- Exceeded MQL and CPL targets with paid search, social, programmatic, OTT/CTV, and direct mail.
- Built a CRM platform for optimized lead management, marketing automation, managing reviews
- Increased same-practice patient acquisition 30% YoY
- Applied proven systems and strategies to support growth from 3 to 15 practices nationwide

Advance Auto Parts – Raleigh, NC (Nov 2020 – May 2022)

Director, E-commerce Performance Marketing

Led transformation of e-commerce marketing for Advance Auto Parts to a digital-first, customer-centric strategy across B2B and B2C channels. Reported to SVP of Marketing. Highlights:

- Promoted marketing analyst to manager and recruited a key team manager from a competitor
- Rebuilt paid search strategy which improved ROAS from \$8.8 to \$11 in SEM
- Recovered and reinvested \$1M from platforms rationalization to drive \$15M in revenue
- Headed cross-functional initiative resulting in a 65% gain in organic traffic for a critical category

Lenovo – Morrisville, NC (Aug 2016 – Oct 2020)

Director, Global Performance Marketing

Responsible for global e-commerce marketing for Lenovo.com, the leading global PC manufacturer. Developed and implemented the strategic growth plan across customer segments of consumer, education, gaming, and small business (SMB). Highlights:

- Achieved 300% revenue growth across paid search, SEO, affiliate, social media, email channels
- Expanded team from 7 to 20 with internal hires & external recruiting globally
- Led GTM for the SMB e-commerce initiative, achieving 50k subscribers and \$500M in revenue
- Implemented industry-leading gaming and education programs resulting in 250k incremental users
- Established partner marketing programs with Intel, Google, Microsoft, Disney, Star Wars, Marvel

SANS Institute – Remote (Jan 2014 – Jul 2016)

Director, Digital Marketing

Led strategic marketing initiatives to drive registrations for cybersecurity training events and demand for online courses. Led SEO, PPC, website retargeting, social media marketing, display advertising, communications, and integration with print media and agency management. Highlights:

- Traffic and revenue from organic search up 40% through website search engine optimization
- Designed, implemented, and optimized pay-per-click PPC search marketing with 200% ROI
- Enhanced email marketing practices to drive 85% improvement in performance indicators
- Increased website conversions from social media initiatives by 120%

WorldLink Marketing – Remote (Feb 2009 – Dec 2013)

Agency Founder & Managing Director

A digital marketing consulting service and solution provider. Simultaneously built, and successfully existed, Net Sports Media, a sports-focused ad network with more than 5MM MUV in less than a year

Tierney Communications – Philadelphia, PA (Jul 2008 – Feb 2009)

Director, Search Marketing

Armstrong World Industries – Lancaster, PA (Sep 2005 – Jun 2008)

Digital Marketing Manager

Ingersoll-Rand Construction Equipment – Charlotte, NC (Sep 2003 – Sep 2005)

Channel Marketing Manager

John Deere (Dec 1995 – Sep 2003)

Digital Marketing Manager (Jan 2000 - Sep 2003)

Field Sales Manager (June 1997 - Dec 1999)

Inside Sales (Dec 1995 - June 1997)

EDUCATION

Master of Science in E-Commerce - National University - San Diego, CA

BA Communications - Central Michigan University - Mt. Pleasant, MI