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ALI RASTIELLO

B2B MARKETING AND REVOPS LEADER

PROFESSIONAL SUMMARY

B2B Marketing Leader with 18+ years of extensive expertise in crafting transformative marketing strategies and driving revenue operations in the SaaS and enterprise tech sectors. Known for pioneering the integration of emotionally-driven marketing with measurable business outcomes, fostering high-performing teams, and establishing scalable go-to-market functions. Passionate about advancing marketing innovation through a seamless blend of creativity, data analytics, and cultural insights, with a proven track record of enhancing pipeline contributions and optimizing marketing operations.

EMPLOYMENT HISTORY

APR 2024 - PRESENT

Advisor, Openprise

GTM data orchestration platform that automates RevOps processes and improves data quality to accelerate revenue.

- Advise leadership on GTM strategy, product positioning, and market expansion.
- Represent the brand at industry events, delivering presentations that influence perception and drive engagement.
- Mentor staff in marketing operations, data management, and growth strategies to foster skill development and team impact.

MAR 2025 - PRESENT

Founder, GTM Edit

Fractional consulting practice specializing in demand marketing and revenue operations, helping GTM teams design revenue engines, optimize tech stacks, and accelerate growth.

MAY 2022 - AUG 2025

VP, Revenue Operations, Health Catalyst

Healthcare data and analytics company helping providers improve clinical, financial, and operational outcomes.

- Led cross-functional GTM operations (Marketing, Sales, Customer Success), uniting demand gen, operations, and analytics for scalable growth.
- Architected a 17-system GTM tech stack (Marketo, 6Sense, Salesforce), enabling a full-funnel view from brand awareness to revenue.
- Introduced intent-data-informed ABM programs, increasing Marketing's overall contribution to pipeline by 30%.
- Established robust attribution and reporting frameworks, tying marketing programs directly to pipeline and revenue impact.
- Reduced tech debt and costs by 50% while enhancing functionality and data integrity.
- Led M&A migration efforts for six acquisitions, unifying marketing systems, brand data, and customer experiences.

NOV 2019 - 2022

Sr. Director, Global Marketing, Cornerstone OnDemand

Global cloud-based talent management and learning platform that helps organizations recruit, develop, and retain their workforce.

- Centralized and led global revenue marketing functions, managing brand, demand generation, and marketing operations, contributing to a \$143M sales target.
- Directed a global team of 22, fostering a culture of collaboration, creativity, and performance.
- Managed a \$24M budget, optimizing spend across marketing technology, creative, and digital programs.
- Post-acquisition of Saba Software (\$1.3B), integrated marketing systems and brand narratives, ensuring consistency and operational efficiency.
- Delivered an 18% increase in demo conversions, a 12% lift in nurture conversions, and a 40%+ marketing contribution to revenue.

MAY 2017 - JUL 2019

Director of Marketing Operations, BigCommerce

SaaS e-commerce platform that enables businesses to build, scale, and optimize online stores.

- Redefined GTM strategy to support both SMB self-serve and enterprise upmarket growth.
- Built and led a 10-person marketing operations team covering technology, analytics, PMO, planning, and budget.
- Drove 26–28% YoY growth through coordinated demand gen execution.

DEC 2011 - FEB 2017

Sr. Manager US Marketing, Rackspace

Managed cloud services company providing multi-cloud solutions across AWS, Microsoft Azure, Google Cloud, and private cloud environments.

- Held leadership roles in customer marketing, enterprise demand gen, and marketing operations.
- Designed and executed demand gen programs delivering 5x ROI and \$3.1M ARR for enterprise.
- Increased productivity 38% and cut costs \$400K YoY.
- Led SMB customer communications and brand experience initiatives.

JUN 2007 - DEC 2010

Assoc. Manager, Marketing Communications, The Planet - IBM

Dedicated hosting provider, offering enterprise-class infrastructure and data center solutions (acquired by IBM).

- Scaled a lean marketing team into a creative production powerhouse.
- Managed brand, creative, web, and campaign delivery, improving speed-to-market by 70%.
- Launched the first Marketo instance and lead nurturing campaigns in 2009
- Developed a curated customer briefing program with a 95% close rate.

EDUCATION

MAY 1997

BFA, Communications: Radio/TV/Film, Sam Houston State University

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Speaking & Advocacy

- **Member** of several Marketing, GTM, and RevOps communities
- **Regular speaker** at GTM and customer experience events (RevOps AF, Mopsapalooza) and virtual platforms (webinars, podcasts)

What Makes Me Happy

- My hubs and my dog
- Anything food and wine related - it's my love language
- Designing unique experiences and beautiful spaces for people to enjoy
- Leading winning teams that impact company growth

DIGITAL PRESENCE

[LinkedIn](#)

[GTM Edit](#)

SKILLS

GTM Data Architecture & Analytics



Campaign Management



Tech Stack Optimization



Coaching and Leadership



Content Strategy



Marketing & Sales Alignment

