ASHLEY BROWN

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EU work authorization available without sponsorship

PROFESSIONAL SUMMARY

Marketing executive with 15+ years building brands and driving adoption inside complex, partner-driven ecosystems across three Fortune 100 companies and two startups. Built the go-to-market motion for AWS's startup segment, a developer-first platform, across 27 countries, and launched first-of-their-kind brand journalism platforms at Amazon and Coca-Cola that built editorial credibility and shifted public conversation. Skilled at earning trust with technical and practitioner audiences, then converting that credibility into mainstream relevance and pipeline. Proven P&L owner and team builder with a track record of modern measurement infrastructure and integrated, partner-heavy campaigns.

CORE SKILLS

Platform & Partner Marketing: Platform Ecosystem Marketing, Partner Marketing, Partnerships, Product Marketing, Developer & Practitioner Audience Marketing, GTM Strategy

Content & Brand: Editorial Strategy, Brand Storytelling, Corporate Narrative, Executive Communications, Content Marketing, Influencer Marketing, Conferences/Events, Design

Strategy & Measurement: Communications Strategy, Brand Strategy, Full-Funnel Strategy, Experimentation Frameworks, Analytics & Measurement Infrastructure, P&L Ownership

Digital Marketing: Paid Social, Paid Search, CAC Optimization, LTV Modeling, SEO, Email/CRM, Lifecycle Marketing

Leadership: Global Team Leadership, Cross-Functional Leadership, Talent Development

PROFESSIONAL EXPERIENCE

Porch Group, Inc. **2023 – Present**

Porch Group (PRCH) provides software and services to 33,000+ home inspection companies. Porch software is used in 53% of all home inspections in the U.S. and Canada.

Head of Marketing, Inspection | B2C / B2B SaaS | Real Estate

- Lead marketing and PR for a division whose software partners with more than 33,000 home inspection companies globally, a multi-sided market where success depends on both consumer trust and partner adoption.
- Drive integrated marketing campaign strategy and optimization across six business units, including website, PR, digital, events, partner marketing, design, and social media.
- Increased year-over-year revenue pipeline 75% through CAC optimization and full-funnel performance marketing with a flat $2.5M budget.
- Launched and grew The Ride Along, the largest and fastest-growing media property and podcast in the property inspection industry, from 500 to 16,000+ subscribers in under two years, building a practitioner community whose engagement drives platform adoption.
- Own strategy and execution of Inspection Fuel, the largest annual conference for home inspectors in North America.
- Full P&L responsibility for marketing; manage a high-performing team of nine.

Astro Pet Health, Inc. **2021 – 2023**

Astro was a modern SaaS CRM and payments platform for pet owners and pet services providers, including groomers, dog walkers, and daycares.

Co-founder & Chief Executive Officer (CEO) | B2C / B2B SaaS | Healthcare

- Co-founded and led the company from inception as CEO, building the brand and go-to-market strategy through an investment round and MVP development. Achieved strong product market fit with grooming, dog walking, and daycare providers, then made the difficult decision to shelve growth plans when the 2022/2023 venture downturn closed off additional funding.

Amazon, Inc. & Amazon Web Services (AWS) **2017 – 2021**

Amazon.com, Inc. (AMZN) is a multinational technology company focused on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence.

Head of Startup Digital Marketing, AWS | B2B PaaS, Developer & Partner Ecosystem | Technology

- Served as the first digital marketing leader for the startup segment at AWS, a developer-first platform business, building marketing programs that met technical founders and builders at the right time to scale and grow their business.
- Launched three integrated SaaS marketing campaigns across 27 countries in 11 months during the pandemic, coordinating across AWS's partner and channel ecosystem.
- Generated $3M+ in qualified pipeline from a $300K media investment (10:1 pipeline-to-spend ratio).

- Managed a team of three in a highly matrixed global organization.

Head of Owned Content Channels, Amazon | B2C | Retail / Technology

- Implemented a modern content management system and deployed the organization's first purpose-built analytics tool (Parsely), establishing a measurement infrastructure for editorial performance.
- Launched Amazon's Day One blog, the About Amazon corporate website, and the Out for Delivery email program across the US, EU, UK, Australia, India, Japan, and Singapore, building editorial platforms that became trusted sources for Amazon's corporate narrative.
- Drove 1.5M+ unique monthly visitors through original editorial strategy and content production on the Day One blog.
- Managed a $10M+ paid media budget to amplify reputational content and Amazon's corporate narrative across About Amazon and the Day One blog.
- Led strategy, development, and launch of Sustainability at Amazon across the US, UK, Germany, Spain, France, and Italy, the first sustainability-focused web experiences ever launched by Amazon.
- Managed a team of seven strategists, data analysts, designers, and software engineers.

Spredfast, Inc. (now Khoros) **2014 – 2017**

Spredfast was a SaaS social marketing platform providing community management, content management, social care, and analytics tools to brands and agencies. Acquired by Vista Equity Partners in 2017.

Vice President, Global Communications & Analyst Relations | B2B SaaS | Marketing Technology (MarTech)

- Served as chief spokesperson and provided strategic communications and analyst relations counsel to the executive team, earning credibility with the industry analyst community whose endorsement shaped market perception, including managing all communications for the company's $50M Series D raise.
- Managed a team of three and an agency team of nine.

Vice President, Social Strategy | B2B SaaS | Marketing Technology (MarTech)

- Partnered with strategic customers to develop content and social strategies, define KPIs, implement paid media programs, and grow engaged communities.
- Developed six new strategy products in the first nine months; achieved 300% year-over-year revenue growth.
- Built a $9M P&L and recruited and managed a diverse team of 59 strategists across Austin, New York City, and London.

The Coca-Cola Company **2010 – 2014**

The Coca-Cola Company (KO) is a global soft drink manufacturer sold in 200+ countries. Built the first social media and content marketing team at a Fortune 100 brand.

Global Group Director, Digital Communications | B2C | Food & Beverage

- Conceived, built, and launched Coca-Cola Journey, the most significant reimagining of a corporate website by any brand at the time, an editorial platform that shifted public conversation about the brand and drove a $6M investment by Coca-Cola in original storytelling and social media.
- Coca-Cola Journey was syndicated to 30+ international markets and earned numerous industry awards (see Awards & Recognition).

Prior experience includes consumer PR and crisis management roles at Microsoft Corporation, The Corkery Group (now M Booth Health), and Porter Novelli.

SYSTEMS & TECHNOLOGY

ChatGPT, Claude, Copilot, Git/GitHub, Confluence/Jira, Salesforce CRM, HubSpot CRM, Mailchimp, Active Campaign, Adobe Marketo, Salesforce Pardot, Adobe Experience Manager, WordPress, Adobe Analytics, Google Analytics, Tableau, Hootsuite, Riverside.fm, Optimizely

AWARDS & RECOGNITION

Advertising Age: "40 Under 40" | PR Week: "40 Under 40" | The Holmes Report: In2 Innovator 25 | Ragan PR Daily: Best Website Launch | Ragan PR Daily: Best Website

EDUCATION

Boston University — M.A., International Relations, Boston, Massachusetts

The College of William & Mary — B.A., International Relations, Williamsburg, Virginia

Languages: English (Native fluency), French (Intermediate), German (Conversational), Italian (Beginner)

VOLUNTEER WORK

- Victory Campaign Board Member and Western Caucus Chair, The LGBTQ+ Victory Fund
- Board Member, Saving Great Animals Pet Rescue