

Elise Kelcourse Bundgaard

VP Marketing | B2B SaaS GTM, Brand, Demand Generation, Product Marketing, ABM, Marketing Operations
Atlanta, GA 30030 | 678-427-6304 | ekcatl@gmail.com | linkedin.com/in/elisebundgaard

SUMMARY

VP-level B2B marketing leader who turns complex, hard-to-explain companies into clear market stories that sell. 20+ years building marketing engines across SaaS, healthcare technology, analytics, supply chain risk, and professional services. Most recently rebuilt marketing at a PE-backed SaaS business through post-merger integration and a global rebrand, growing U.S. Share of Voice from 1% to 45% and contributing \$11M+ in sales-qualified pipeline in eight months.

Core Expertise: Marketing Leadership | GTM Strategy | Brand & Positioning | Revenue Marketing | Product & Solution Marketing | Demand Generation | ABM | Competitive Marketing | Customer Marketing | Marketing Operations & Analytics | AI-Enabled Marketing

EXPERIENCE

VERIFORCE

Atlanta, GA | 2/2025 - 5/2026

VP of Marketing, US and Global Expansion

Rebuilt marketing for a global supply chain risk management SaaS company during post-merger integration and a full global rebrand. Owned U.S. and global expansion GTM, brand, revenue marketing, industry marketing, customer marketing, events, marketing operations, analytics, and AI-enabled productivity improvements.

- Contributed \$11M+ in sales-qualified pipeline and 500+ ICP meetings in the first eight months; pipeline increased 151% YoY.
- Grew U.S. Share of Voice from 1% to 45% and overtook key competitors by leading U.S. execution for a global, M&A-driven rebrand across messaging, website, collateral, sales enablement, advertising, and launch plans.
- Increased qualified competitor-account meetings 540% YoY by building a competitive displacement engine across persona messaging, battlecards, Salesloft sequences, SDR outreach, paid media, and sales enablement.
- Shifted marketing to an industry, lifecycle, and account-based GTM model across Oil & Gas, Utilities, Chemical, and Manufacturing; ABM influenced 82% of open pipeline.
- Rebuilt the marketing function during post-merger integration and global rebrand, creating a scalable operating model across GTM, brand, revenue marketing, industry marketing, customer lifecycle, events, marketing operations, content, design, PR, and sales/SDR alignment.
- Modernized marketing operations and AI-enabled workflows, driving \$150K+ in annual tech stack savings and 3x faster project delivery while improving KPI discipline, reporting, and execution speed.

GHX, INC.

Atlanta, GA | 10/2020 - 2/2025

Global Director of Demand Generation and Marketing Operations

Built the demand generation, ABM, and marketing operations engine for a healthcare SaaS platform, strengthening pipeline creation, attribution, sales alignment, and revenue accountability. Winner of the 2022 GHX Innovator Award.

- Increased marketing-sourced pipeline 7x and improved lead-to-opportunity conversion rate by 39% through account-based segmentation, targeting, personalization, and digital marketing strategies.
- Built and launched ABM strategy across priority accounts, increasing engagement by 40% and improving sales efficiency through stronger account targeting, personalization, and commercial alignment. Launched Demandbase and rolled it out to the commercial organization.
- Established demand gen and SDR best practices, processes, and SLAs, driving 3x more revenue attributed to marketing-sourced leads.

- Led digital marketing strategy, campaign planning, and execution, influencing 150% more closed/won opportunities YoY.
- Built and maintained multi-touch marketing attribution to quantify full-funnel program impact on pipeline and revenue and optimize spend for highest ROI.

BCD TRAVEL / ADVITO CONSULTING

Atlanta, GA | 12/2015 - 10/2020

Senior Director of Global Product Marketing

Built and led global marketing for Advito, spanning brand, product marketing, demand generation, ABM, thought leadership, sales enablement, and professional services packaging across SaaS, analytics, and consulting offerings.

- Increased SQL volume 150%+ and grew website engagement 73% in six months through a new corporate website launch, social growth of 33-80% across platforms, and an ABM strategy powered by Terminus.
- Led a complete brand refresh including product and service portfolio redesign, brand identity, messaging, and positioning.
- Redesigned the professional services business model for greater client value and stronger recurring revenue; created sales support program and digital demand generation campaigns.
- Helped simplify hundreds of disparate BCD products into three branded SaaS platforms as a key innovation team contributor.

BCD TRAVEL

Atlanta, GA | 3/2014 - 12/2015

Director of Global Product Marketing

- Led global product marketing and GTM strategy for a B2B SaaS portfolio spanning business intelligence, risk, payments, and supplier management; built and scaled a product marketing team of eight.

LIGHTMARK CONSULTING

Atlanta, GA | 11/2012 - 3/2014

President / Owner

- Created thought leadership and digital marketing strategies for healthcare, travel, and technology brands, including a website that improved traffic ranking 32x and increased leads 92% for a SaaS client, and a program that grew leads 10x for a healthcare technology company.

ELSEVIER CLINICAL SOLUTIONS

Amsterdam, NL / Atlanta, GA | 8/2008 - 11/2012

Senior Marketing Manager | Product Marketing Manager

Led integrated demand and product marketing for healthcare SaaS and consulting solutions, reporting to the business unit president. 2011 Elsevier "Marketer of the Year."

- Drove 47% market share growth in three years despite a long, complex sales cycle.
- Achieved 250% increase in lead generation and delivered 145% of annual qualified lead targets.
- Developed the company's first marketing and competitive intelligence program, including win/loss analyses, internal intelligence alerts, and sales positioning and messaging tools.

A.D.A.M.

Atlanta, GA | 9/2001 - 8/2008

Marketing Manager | Associate Marketing Manager | Sales & Marketing Coordinator

- Built and executed the company's marketing strategy, contributing to revenue growth from \$9M to \$30M in four years and increasing renewal rates to 98% through lifecycle and customer marketing initiatives.

EDUCATION

Master of Science in Marketing

Georgia State University, Atlanta, GA | 2013

Bachelor of Business Administration, Marketing

Georgia State University, Atlanta, GA | 2002

TECHNOLOGY

Demandbase/Propensity | Crayon.io | CaliberMind | Pardot/HubSpot/Marketo | Salesforce |
Salesloft | Outreach | Clay | ZoomInfo | LinkedIn Ads | Google Ads | ON24/BigMarker |
SEMrush | Databox | ChatGPT | Claude