



JOEL CAPPERELLA

BUSINESS DEVELOPMENT MARKETING EXECUTIVE

Products and services have an impact upon lives, businesses, and communities. I help companies understand the deeper meaning of the impact of their products and services and empower them to tell that story. I use the story to help sales forces of all sizes build stronger pipelines, interact with prospects in more meaningful ways, accelerate deal cycles, and win customers for life.

North Wales, PA 19454
610.368.4649 | joel.capperella@gmail.com
www.joelcapperella.com

RESULTS



PRODUCT

- Managed full suite of global enterprise software products
- Accelerated product delivery cycles by 150%
- Developed and deployed an Agile product marketing process



REVENUE

- Realized consistent top line growth of over 20% YOY
- Sustained a steady pipeline of 3x to 6x of revenue target
- Attained MQL to SQL conversion rates above industry standards



MARKETING

- Received 2013 PR Daily Best National Content Marketing Brand Journalism
- Won 2010, 2012, 2013, and 2014 Staffing Voice Award for best industry marketing
- Regular Huffington Post contributor



LEADERSHIP

- Developed 15 years of go-to-market strategy across multiple industries and varying products and services
- Led and managed 3rd party business development partnerships and licensing
- Managed teams both large and small

SKILLS

ESTABLISHING THE PRODUCT

Product Management • Launch Packaging • Pricing

DRIVING REVENUE

CxO Level Interaction • Account Planning Channel Development • Pipeline Development

CRAFTING THE NARRATIVE

Branding • Messaging • PR • Social Media • Content Marketing • Hubspot

PROVIDING LEADERSHIP

Industry Expertise • Public Speaking Market Analysis • Go-To-Market Planning

JOELCAPPERELLA.COM

- Thought Leadership Development Process
- The Five Dos and Don'ts of Pricing
- Key Elements for Developing Go-to-Market Strategies
- Content Marketing Strategy
- Agile Marketing Process



TIMELINE



POWERFUL NARRATIVES



- *Why The Most Disruptive Force in Tech is Women* - Huffington Post
- *Why Millennials Are Immature, Entitled and the Best Hire* - Entrepreneur
- *What President Obama's Reelection Can Teach About the Importance of Talent Communities* - ERE

FROM OTHERS

“Joel is a passionate executive with big ideas and the experience to execute them.” - Matt H., SAP

“Joel is relentless in ensuring the grand vision is realized and ensuring all parties come along during the process.” - Tiffany S., Element Three

“Joel is an innovative leader always on the cutting edge of marketing strategy.” - Michael Z., Day & Zimmermann

INTERESTS



GET THE FULL STORY →