

Regan Yeldell

GROWTH MARKETING & DEMAND GENERATION EXECUTIVE

Building Revenue Engines for Complex B2B Organizations



I help companies turn marketing into a **strategic driver of revenue** by aligning go-to-market strategy, demand generation, and commercial execution. What sets me apart is my ability to move beyond campaigns and build the **alignment, systems, and accountability** required to create sustainable growth.

PROBLEMS I SOLVE

Pipeline growth has stalled despite continued marketing investment

Marketing is viewed as a cost center instead of a growth driver

Teams lack alignment around growth priorities, funnel management or outcomes

Limited visibility into what's driving pipeline, revenue or growth.

Execution teams operate in siloes, creating friction and inefficiency.

HOW I SOLVE THEM



Demand Generation & Pipeline Growth

Building commercial growth systems that create qualified pipeline and measurable revenue.



Go-to-Market Strategy

Aligning market opportunity, customer needs, and commercial execution to accelerate growth.



Sales & Marketing Alignment

Creating shared accountability around pipeline, conversion, and revenue outcomes.



Marketing Operations & Performance Analytics

Creating the measurement frameworks and reporting needed to connect marketing investment to business outcomes.



Executive Leadership

Mobilizing stakeholders around a common growth agenda and translating strategy into coordinated action across the business.

SELECTED CAREER HIGHLIGHTS

\$2M+

Incremental revenue from new demand engine built from scratch

28%

Increase in qualified pipeline within 1 year

300+

Qualified opportunities within 90 days of SaaS launch

12%

Increase in average deal size through signal-based marketing strategies

\$160M

National growth initiative launched as a brand-to-demand engine

150+

Stakeholders aligned to growth strategy

TYPES OF COMPANIES I HELP

Mid-market and enterprise B2B orgs with complex, multi-stakeholder buying committees, long sales cycles, and high-value deals.

Industries: Telecom, SaaS, enterprise software, technology-enabled services, infrastructure, and industrial.

IDEAL OPPORTUNITIES

VP Demand Generation • VP Marketing

Philadelphia PA • Wilmington DE • Newark DE • Hybrid

Connect with me:

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REVENUE • PIPELINE • GROWTH