

Regan Yeldell

GROWTH MARKETING & DEMAND GENERATION EXECUTIVE

Building Commercial Growth Engines for Complex B2B Organizations



I help B2B companies entering their next stage of growth build the marketing engine to get there. I turn business priorities into focused GTM strategies, then build the operating discipline and Sales alignment needed to translate them into pipeline and revenue.

PROBLEMS I SOLVE

Growth has outpaced the company's marketing engine.

Marketing investment isn't translating into enough pipeline or revenue.

Marketing and Sales are pursuing the same growth goals through different playbooks.

The business has a growth strategy without the commercial marketing system to execute it.

HOW I SOLVE THEM



Demand Generation & Pipeline Growth

Building the infrastructure, programs and operating rhythm needed to create repeatable pipeline.



Marketing ROI

Diagnosing where demand is breaking down and redirecting investment towards the programs and signals producing commercial results.



Sales & Marketing Alignment

Creating shared priorities, audience strategy, programs and accountability around pipeline and revenue.



GTM Execution

Translating growth priorities into coordinated GTM programs, measurement and execution across functions.

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

WHERE I CAN CREATE THE MOST VALUE

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 | Digital Infrastructure

IDEAL OPPORTUNITIES

VP, Demand Generation • VP, Marketing

Philadelphia Area • Wilmington DE • Newark DE • Hybrid

Connect with me:

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REVENUE • PIPELINE • GROWTH