

Setareh Motamedi

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Vice President, Growth Marketing

PROFESSIONAL SUMMARY

Growth marketing executive with 15+ years of experience building and scaling SaaS, PLG, and enterprise go-to-market organizations across B2B and B2C markets. Proven track record leading marketing functions spanning acquisition, lifecycle, product marketing, demand generation, pricing, corporate marketing, and revenue operations to accelerate ARR, improve CAC-to-LTV performance, and create more predictable growth. Trusted advisor to CEOs, Boards, and executive leadership teams, partnering across Product, Sales, Finance, and Operations to align go-to-market strategy with business growth.

KEY ACCOMPLISHMENTS

- Led growth acceleration and go-to-market transformation across high-growth SaaS organizations, delivering an **average of 30%+ revenue growth** across executive leadership roles.
- Improved CAC-to-LTV efficiency by **more than 60%** through performance marketing optimization, lifecycle automation, pricing strategy, and product-led growth programs.
- Increased expansion **pipeline by 132%** year over year by building a customer lifecycle framework that strengthened upsell and retention across SMB, mid-market, and enterprise segments.
- Increased inbound marketing leads by **56%, contributing to a 210%** increase in opportunities through funnel transformation
- Led GTM strategy for Helium 10's first agentic AI product, accelerating the company's evolution from traditional SaaS workflows to AI-powered customer outcomes

PROFESSIONAL EXPERIENCE

Helium 10

2025-Present

Vice President, Growth & Corporate Marketing

Led growth and corporate marketing across acquisition, lifecycle, CRO, SEO/AEO, content, partnerships, PR, and creative for a global ecommerce SaaS platform

- Drove **25% YoY revenue growth** by modernizing acquisition strategy, pricing, packaging, and experimentation.
- Built a disciplined growth operating model, improving subscriber attainment from **67% to 97%** of target within 90 days
- Rebuilt the customer acquisition strategy across paid channels, **reducing blended CPA 59%** (\$325 to \$133) while creating a more scalable and profitable growth model
- Led digital website transformation, **increasing revenue 22% within 30 days** and improving **enterprise conversion 120%**.
- Established Helium 10's AI discovery strategy, **achieving #1 visibility** across ChatGPT, Gemini, and Perplexity within 45 days while creating a new subscriber acquisition channel through LLM-driven search

1Password | Toronto, ON

2023–2025

Vice President, Growth Marketing

Led a global organization of 35+ marketers with responsibility for a \$70M marketing budget spanning demand generation, marketing operations, analytics, lifecycle, website experience, SEO/AEO and self-service business segment

- Scaled enterprise and self-service growth through integrated marketing strategies, **delivering 32% YoY ARR growth**
- Defined and executed the GTM strategy for the company's new XAM category, generating **\$2.7M in net-new pipeline** within the first 30 days
- Built the company's first enterprise lifecycle growth framework, **increasing expansion pipeline 132% YoY** across SMB, mid-market, and enterprise customers
- Modernized the digital experience through CMS and website transformation, increasing **high-intent traffic 37%** while shortening enterprise sales cycles.
- Redefined pricing, packaging, and self-service growth strategies, **increasing self-service revenue 27% YoY**

Bambee | Los Angeles, Ca
Head of Growth Marketing

2022–2023

Reported to the CEO to build and scale the company's first dedicated growth organization across performance marketing, lifecycle, analytics, and customer acquisition.

- Drove **28.5% CAC reduction** through channel mix optimization, multi-touch attribution, and A/B experimentation
- Increased website **traffic 4X and improved demo conversion by 20%** through SEO expansion, content strategy, and funnel optimization
- Built the company's first integrated marketing performance framework, providing executive visibility into pipeline, attribution, and campaign ROI.
- Achieved record-setting low **CPL \$142, with a 20% demo-to-close rate** in the highest-efficiency campaigns
- Grew qualified inbound pipeline while reducing spend **15%**, reallocating to higher-performing channels

BrightEdge | San Jose, Ca
Vice President, Marketing

2021–2022

Led a 15+ person global marketing organization across demand generation, digital, ABM, brand, content, and sales enablement.

- Increased inbound marketing leads by **56%**, directly contributing to a **210% increase in revenue opportunities**
- Redesigned the performance marketing strategy across paid search and social, achieving a \$2 CPC and \$40 CPA while unlocking a scalable enterprise demand engine
- Orchestrated upsell motion with Sales and CS, resulting in a **\$2.2M increase in quarterly pipeline** (41% YoY growth)
- Launched premier virtual event, hailed by Forbes as the "**Must-Attend Marketing Event of the Year**", with **5,000+ attendees**
- Modernized partnership programs, leading to a **37% increase in pipeline contribution from organic channels** within 5 months

Fuel Cycle | Los Angeles, Ca
Vice President, Marketing

2019–2021

Owned the end-to-end marketing strategy across demand generation, operations and corporate marketing

- Influenced **\$14.6M in qualified pipeline**, delivering **26% YoY growth** through multi-channel integrated campaigns
- Repositioned brand narrative and redesigned the website, leading to a **34% increase in demo requests**
- Conceptualized and hosted the company's flagship annual conference, yielding \$2.5M+ in pipeline and 94% attendee satisfaction

BQE Software | Los Angeles, Ca
Vice President, Marketing

2017–2019

- Launched company's GTM strategy for flagship product Genesis, resulting in viral media coverage and **\$500K pipeline in 72 hours**
- Scaled the marketing organization from **4 to 17 team** members while establishing the company's first integrated go-to-market function

Teradata | San Diego, Ca
Senior Director, Demand Generation

2014–2017

- Led the #1-performing global campaign, exceeding benchmarks by **260% and delivering \$8.5M+** in net-new upsell revenue
- Launched the company's first ever ABM program, generating multi-million-dollar pipeline

ADVISORY & EXECUTIVE VISIBILITY

Strategic Advisor- Genesis Group | 1Password | Acquire Edge | Haley & Aldrich

Member- Chief Executive Women's Network

Contributor and Presenter- Ziff Davis | Machintel | Chief Marketing Roundtable

CORE COMPETENCIES

Full Funnel Growth | GTM Strategy | Category Creation | Customer Acquisition | Lifecycle Marketing | PLG & Self-Service | Revenue Operations | Corporate & Brand Marketing | Demand Generation | AI Commercialization | AI Workflows

EDUCATION

University of Southern California | Masters, Communications Marketing, 2013

Cal State San Marcos | BA in Communications, 2005

