Adrian Cohn

Marketing, brand and communications leader

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HIGHLIGHTS

- **$36M+** in annual sourced and influenced pipeline at Eptura
- **3x** marketing-sourced pipeline at **50% lower** CAC at Smartling
- **216%** YoY product-line revenue growth from one integrated campaign
- **$230M+** in combined enterprise exit value across two exits
- **13** person global team rebuilt into an AI-native marketing organization

PROFESSIONAL EXPERIENCE

VP Product Marketing, Eptura

Oct 2021 – Present

Thoma Bravo and JMI

Eptura brings workplace, real estate, and facilities management onto one enterprise platform. I was the senior leadership team member accountable for how nine acquired companies went to market as one multi-product portfolio, valued at ~$2B. Scope: positioning, pricing and packaging, website, brand, partner marketing, and field marketing.

- Generated $36M+ in annual sourced and influenced pipeline through segment-based programs across verticals and buyer personas, run jointly with Sales and Revenue leadership
- Helped scale the business from $10M to $180M through acquisition, then organically past $200M
- Restructured pricing and packaging for the new operating model, cutting ~75 SKUs and simplifying how customers evaluate, buy, and add offerings
- Repriced key products that had been flat for years, pairing the pricing case with sales enablement and customer communication
- Led customer migrations from legacy products to the platform with Customer Success and Product, protecting renewals while expanding product adoption
- Consolidated 11 acquired-company websites into one digital front door for the integrated platform
- Established a new category and earned Leader recognition in the inaugural Gartner Magic Quadrant
- Built repeatable operating frameworks for launches and sales/CS enablement
- Led a global team of up to 13, absorbing three VP portfolios, and rebuilt how the team goes to market with AI
- Managed GTM diligence for Proxyclick's exit to Eptura

Head of Marketing, Smartling

2015 – 2021

Acquired by Battery Ventures

Smartling is the AI translation platform enterprises use to localize websites, apps, and digital products. I led global marketing through growth, early AI adoption, and exit.

- Grew ARR from $15M to $62M and played a key role in the Battery Ventures exit
- Tripled marketing-sourced pipeline while cutting customer acquisition cost 50%, by shifting spend toward the channels and segments that converted
- Drove 216% YoY product-line revenue growth with "Move the World with Words," an integrated campaign that put translators at the center of the story
- Repositioned the brand and rebuilt the website, doubling MQLs

- Built a global team of 12 plus agency partners
- Moved from Operations through Customer Success (onboarding strategic accounts) into Marketing, giving me a full-funnel view from first touch to renewal

Account Director, Spears Group

2013 – 2015

- Owned strategy and execution for 20 accounts across tourism, public sector, and consumer brands
- Led a nationally recognized tourism campaign with earned coverage in The New York Times; Gold and Silver ADDY Awards

Associate Director of Development, Strongward

2011 – 2013

Nonprofit

- Secured multi-million-dollar gifts from UPS, Toyota, and Zurich Insurance for post-disaster rebuilding
- Applied Lean (Toyota Production System) to construction workflows and ran a program of 10,000 volunteers a year

EDUCATION, BOARD SERVICE AND PUBLIC SPEAKING

Rollins College	B.A., Critical Media & Cultural Studies (2010)
Wharton Executive Education	AI in Marketing (2026)
Touro Infirmary Foundation	Board of Directors (2011 – 2025)
Speaker	Keynotes on brand and GTM strategy at SaaStock, Reuters, and others