

Kristian (Kris) Richards

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SUMMARY

Revenue-focused digital marketing professional with over 20 years of experience applying data-driven thinking to grow sales, solve problems, and exceed goals for B2B organizations. HubSpot super-user with experience serving many business types—including corporate biotech, scientific academia, global classic cars, and digital media—by developing marketing strategies, managing advertising operations, and incorporating AI tools into marketing automation.

AREAS OF EXPERTISE

- B2B SaaS Solutions
- Brand Stewardship
- Social Media Leads
- Event Management
- Demand Generation
- Email Marketing
- Event Management
- Entrepreneurial Mindset
- Marketing Automation
- SEO & Paid Search
- Revenue Optimization
- Predictive Forecasting

PROFESSIONAL EXPERIENCE

SciShield (formerly BioRAFT)

Director, Marketing & Communications

Boston, MA

Jan. 2018 – Jan. 2024

- Spearheaded demand generation campaign (paid search, email, SEO, etc.); increased new client acquisitions by 218%
- Led Salesforce to HubSpot migration; built the sales and CMS platform to manage campaigns, track leads, and analytics
- Drove a 19% rise in lead generation: rebranded company (BioRAFT to SciShield) with a new name, logo, and identity
- Optimized annual marketing budget of \$500K, maximizing ROI and revenue growth via strategic resource allocations

Block Chaser, Inc.

Director, Marketing & Co-Founder

Boston, MA

Jul. 2016 – Sep. 2017

- Launched collector car auction media-tech startup; secured \$1.3M from private angel investors to fund the operations
- Designed and implemented marketing services for businesses targeting 2mm collector car owners, buyers, and sellers
- Created sales funnel & email retargeting via webinars attracting 500 attendees and converted 32% of traffic into leads
- Developed a series of split tests for 5 lead magnets and repeatedly iterated each version to attract new sales prospects

Robb Report

Director, Advertising & Operations

New York, NY

Jan. 2014 – Jul. 2016

- Boosted sales accuracy by creating a sales forecasting process which predicted 90% of targeted goals for luxury sales
- Developed a digital inventory management system; reduced unsold inventory by 12% and increased revenue by 17%
- Managed a 10-person digital advertising fulfillment team exceeding performance targets; directly reported to C-Suite
- Streamlined workflows by crafting new procedures, improving efficiency and decreasing fulfillment turnaround times

Director, Digital Sales & Marketing

Feb. 2007 – Dec. 2013

- Secured and managed partnerships with leading luxury brands and agencies, generating over \$3.3M in annual revenue
- Managed team of 10 analysts, ensured quality in SaaS product releases, and provided feedback for tool improvements
- Awarded with a slew of internal promotions during an 18-year tenure for consistent outperformance and profitability
- Drove an explosive growth in digital revenue (432% jump) by taking the lead on team's multi-channel sales strategies

EARLY CAREER

Robb Report

Roles in Advertising & Digital Marketing

New York, NY

Jan. 2014 – Jul. 2016

Information Resources, Inc.

Account Manager, Digital Print & Advertising

Fairfield, NJ

Jan. 1997 – Dec. 1997

EDUCATION

Boston University

Bachelor of Science; Business Administration

Boston, MA

ADDITIONAL INFORMATION

For my portfolio and references, visit KrisJRichards.com.