

Stephen Newman

GTM Executive & Growth Marketer | Builder of Revenue Engines | Advanced AI Operator

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Executive Summary

Core competencies: 15+ years of experience leading marketing, sales alignment, technology (implementation and creation), and operational strategy.

Acquisition experience: Track record includes influential roles in multiple exits, acquisitions, and an IPO (Eloqua by Oracle, Aras by GI Partners, Thought Industries by Luminate, Form.com by Diversis).

Professional Experience

Head of Marketing — *Checkit, London, UK*

Feb 2024 – Present

- Recruited to run global marketing and “get profitable”, which was achieved in 2026
 - Repositioned company from compliance/checklist tools to predictive operations, leveraging AI-driven insights for enterprise clients and multi-site locations
 - Stacked GTM US resources (exec, sales, marketing, SDR) on the senior living sector, and generated \$5M+ new pipeline in 6 months
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Founder & CEO — *Krezzo, Palm Harbor, FL*

Jan 2021 – Jan 2024

- Founded SaaS company focused on OKRs and operational visibility, later pivoting to an AI-powered voice-to-text automation tool
 - Raised \$500K+ from 12 investors; built multiple products and prototypes
 - Closed 12 customer deals, generating \$77K ARR, with multiple renewals
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VP of Marketing — *Form.com, Braintree, MA*

Nov 2018 – Dec 2020

- Promoted to VP within 90 days after joining as Director of Demand Generation
 - Managed \$2.5M marketing budget and 20+ team across global marketing and BDRs.
 - Member of Executive Leadership Team; Acquired by Diversis Capital.
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Director of Marketing — *Thought Industries, Boston, MA*

Nov 2015 – Jul 2018

- First marketing hire; scaled company from 15 to 50 employees and <\$1M in ARR to ~\$10M ARR without venture funding
 - Built inbound engine: increased leads from <20 to 500+/month; inbound contributed 80% of pipeline and ultimately revenue generation
 - Recognized with “Ownership Award” by founders, who later became investors in Krezzo; Acquired by Luminate Capital
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Marketing Programs Manager — *Aras Corp, Andover, MA*

Dec 2013 – Oct 2015

- Oversaw demand generation, analytics, and sales/marketing operations for North America, and successfully championed a push for “ungating all content”
 - Led email platform migration off homegrown solution to Sharpspring to streamline promo for our “monthly demo series” which grew to over 200 registrants a month
 - Pipeline increased from \$60M to \$156M within 20 months; Acquired by GI Partners
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Field Marketing Manager — *Eloqua, Cambridge, MA*

Mar 2012 – Nov 2013

- Supported sales with regional events, conferences, and lead generation programs
 - Created multi-touch campaigns, outbound prospecting templates, and content
 - Pipeline driver; Involved in IPO and subsequent Oracle acquisition
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Education

- MBA, International Business — Liberty University, Lynchburg, Virginia
- B.A., Communications — ENC, Boston, Massachusetts