

PATRICK ELLIOTT

SENIOR REVENUE & MARKETING EXECUTIVE FOR MISSION-DRIVEN GROWTH COMPANIES

CONTACT

 (m) 410-274-2704
 pfelliott@gmail.com
 [Four Cross Advisory Website](#)
 [My LinkedIn Profile](#)
 ["The Weekly Crossroads" on Substack](#)
 Sandy Springs, GA 30350

COMPETENCIES

Team Leadership

Product Launches

Brand & Messaging

Market Research and Analysis

Content (Written and Designed)

Digital Marketing

Demand Generation

Account-based Marketing

Sales & Business Development

Budget Management + Forecasting

CRM + CMS + Marketing AI Systems

Media & Public Relations

Investor & Analyst Relations

EDUCATION

Master of Business Administration
Emory University,
Goizueta Business School
2010-2012
Concentrations in Marketing, Strategy,
and Global Management

Bachelor of Arts
Loyola University Maryland
2001-2005
Major in Economics with Minor in History
(*cum laude*)

PROFILE

As an accomplished revenue and marketing leader, I draw from over 20 years of demonstrated success in a variety of companies and industries.

I have led high-performing teams that drive growth of demand, revenue, and market share across the go-to-market continuum: developing strategies, managing products, building brands, generating demand, building pipeline, and closing business.

In October 2025, I launched a fractional CMO business with a focus on delivering exceptional revenue systems to small and medium-sized businesses. I help companies that have a clear vision, a growth mindset, and strong values to thrive in our dynamic new economy.

WORK EXPERIENCE

Founder & CMO

Four Cross Advisory

October 2025 - Present

- Serving as fractional CMO and strategic revenue growth advisor for SMBs.
- Aligning Marketing, Sales, Service, and Operations to drive sustainable revenue growth.
- Certified Implementation Partner for the GTM Operating System.
- Thought leader and publisher via LinkedIn and Substack.

VP of Marketing

Safety Plus

Feb 2025 - Jul 2025

- Led strategic exercises for a redesigned GTM team targeting SMBs in heavy industries
- Grew monthly marketing qualified leads (MQLs) by 48%, highlighted by:
 - 31% growth in advertising leads, driven by single-term ad groups in PPC and Meta campaigns
 - 146% growth in organic leads through improved SEO fundamentals and expanded content development
- Grew monthly organic search impressions by >50% and visitor count by >35% with traffic supported by growth in traditional search and LLM recognition of company solutions
- Implemented AI tools and tactics for company research, content development, and targeted outreach to find most motivated buyers.
- Created Safety Plus's first ever selling kits, including discovery decks and focused collateral.

VP of Marketing

Rev.io

Jun 2019 - Dec 2024

- Led the marketing team at a fast growing, profitable B2B SaaS company, overseeing up to 10 team members in charge of product marketing, demand generation, content, creative design, field marketing, and revenue operations.
- During my tenure, our recurring annualized software revenue grew from \$10.5M to \$36.5M with both organic and inorganic inputs:
 - Organic growth: 150% in five-and-a-half years.
 - Inorganic growth: successfully added three new products into the Rev.io portfolio.
- Sourced up to 600 marketing-sourced opportunities per year; demand was generated from a combination of organic marketing, paid advertising, trade show attendance, and partner referrals.
- Spearheaded Rev.io's content and thought leadership strategies in telecommunications, managed services, and technology integration (all target segments of our product), securing over dozens of annual media features from a baseline of near zero.
- Launched new SEO strategy, Google Ads, print advertising, and other key tactics to drive new product demand.
- Implemented HubSpot and launched a comprehensive website overhaul in 2024, tripling web traffic in the first year in market.
- Managed multimillion dollar annual budgets, beating operating expense and CAC ratio targets.

PATRICK ELLIOTT

SENIOR REVENUE & MARKETING EXECUTIVE FOR MISSION-DRIVEN GROWTH COMPANIES

CONTACT

 (m) 410-274-2704

 pfelliott@gmail.com

 [Four Cross Advisory Website](#)

 [My LinkedIn Profile](#)

 ["The Weekly Crossroads" on Substack](#)

 Sandy Springs, GA 30350

OTHER NOTABLE ACHIEVEMENTS

- Certified Implementation Partner for the GTM Operating System, launched by [GTM Partners](#)
- Guest on key industry podcasts: Telecom Reseller and AT&T Partner Exchange
- Speaking engagements at Rev.io Client Summit (2019-2024), IT Expo (2021-22), and 2600Hz KazooCon 2023
- [Patent](#) holder for Combination Surgical Cap + Bouffant Cap through Halyard Health

KEY PLATFORM EXPERIENCE

- Asana
- Canva
- Claude.ai
- Figma
- Google Ads
- Google Analytics
- HubSpot
- Insightly
- LinkedIn
- Microsoft O365
- Monday.com
- Salesforce
- Squarespace
- Trello
- Wordpress

WORK EXPERIENCE

Director of Marketing Change Healthcare

Aug 2017 - Jun 2019

- Served as Segment Marketing Leader for Revenue Cycle Management SaaS products and Value Based Care services, developing go-to-market strategy and demand generation tactics (e.g website, SEO, paid ads, email, social media, PR, and events).
- Launched Payer Account Based Marketing program; held responsibility for creating the value proposition, positioning, and targeting approach for the nation's 50 largest payers.
- Led key account manager enablement, launching messaging and a refined value proposition for the company's key products and enterprise technology bundles.
- Led marketing strategy for ACO Partner, a payer/physician collaborative with BCBS of Arizona; doubled physician membership to more than 1,000 statewide in 18 months.
- Generated executive-level leads above campaign goals for Change Healthcare Consulting through development of thought leadership content and multi-channel ads.

Sr. Product Marketing Manager Halyard Health

Jul 2016 - Aug 2017

- Managed medical supply categories worth over \$70M, with both global upstream and North American downstream responsibilities.
- Led a cross-functional team including marketing, product supply, finance, and manufacturing to optimize category revenue and profitability.
- Delivered North American revenues ahead of annual budget by calibrating a category pricing and contracting strategy to aggressively grow sales volumes in an environment of product commoditization.
- Led new product development of five new SKUs, including a patented surgical headwear product for operating room environments.

Brand Manager & Sales Representative Eli Lilly and Company

Aug 2012 - Jun 2016

- Served as US Brand Strategy and Payer Manager in Trulicity, Lilly's fastest growing product in history by sales (\$1B in first 18 months) and Rx volumes.
- Developed the integrated US commercial strategy for the GLP-1 category, rolling out "Launch 2.0" plans to win with three customers: patients, providers, and payers.
- Led payer contracting for over 40 major US accounts and developed and executed a 14-state regional market access plan.
- Deployed tactics and enablement for over 100 new sales representatives and over 35 new account managers.
- In one-year Sales assignment, sold legacy Diabetes portfolio to Primary Care and Endocrinology, and delivered above plan results for Rx volume and market share.

VP of Business Development LaSalle Investment Management

Jun 2005 - Jun 2010

- Managed over a dozen institutional investor relationships in countries throughout the Asia Pacific region during a two year assignment in Hong Kong.
- Raised \$6B+ in assets from more than 35 clients, increasing group revenues by over 20%.
- Wrote multiple successful RFP responses, yielding over \$500MM in investment assets.
- Developed LaSalle's public equity group value proposition, competitive positioning, and go-to-market messaging.