

Fotine Sotiropoulos

PRODUCT AND COMMERCIAL MARKETING LEADER

FS

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Top-performing marketing leader creating B2B and B2C strategies that drive revenue growth, increase customer acquisition and expand market reach

- ♦ **Marketing Powerhouse** with upstream and downstream marketing and sales enablement capabilities, building end-to-end customer engagement campaigns
- ♦ **Customer-centric Visionary** and **Brand Architect** transforming value propositions and designing multifunctional brand marketing strategies to amplify brand awareness and increase customer lifetime value (CLV)
- ♦ **Multi-Channel Digital Marketing Strategist**, managing a comprehensive marketing technology stack across platforms (CRM, marketing automation, email & content marketing, social media, LMS) and exceeding ROI benchmarks
- ♦ **Product Manager and Integration Expert** in biotech and financial services industries leading product planning from concept to launch across start-up, mid-size, and global entities
- ♦ **Authentic and Dedicated Team Leader** building high-caliber teams, future leaders, and greater organizational expertise

SIGNATURE COMPETENCIES

Business Planning & Budgeting ♦ Insight Generation & Strategy Creation ♦ Global Brand Value Proposition ♦ Global Product Launch
Digital Marketing ♦ Organizational & Team Development ♦ Global Marketing & Digital Communication ♦ Data Analytics ♦ Competitive Intelligence ♦ Go-to-Market (GTM) Strategy & Execution ♦ Channel Management ♦ Sales Enablement
SEO & SEM ♦ Vendor Management ♦ Agile Project Management

HIGHLIGHTED ACCOMPLISHMENTS

Generated 35% growth in stagnant categories by transforming an existing brand and establishing a clear value proposition.

Developed go-to-market product strategies that **increased sales by 40% and sales force engagement by 50%**.

Bolstered reoccurring revenue by 20% and **doubled customer enrollments** through revitalization of a highly successful loyalty program.

Accelerated YoY revenue by 53%, **customer engagement by 40%**, and **booth dwell time by 27%** through design of a contemporary tradeshow booth and live customer experience.

Instrumental in a 70% sales force expansion which **reduced time to competency by 20%** and **increased YoY revenue by 25%** by developing a world-class training model with multi-mode support.

Increased productivity by 50% by launching a successful program of professional development resources and staff training.

PROFESSIONAL EXPERIENCE

IDEXX BioAnalytics

GLOBAL DIRECTOR PRODUCT AND COMMERCIAL MARKETING

July 2019 – March 2022

Selected to design and lead product marketing organization and drive expansion to a growth-centric business. Managed a \$38M operating budget.

- Instituted analytical discipline resulting in **data-driven decision-making** across business segments and **generated key business insights** and more accurate forecasts and budgets.
- **Led complete product management and commercial marketing**, including product life cycle, strategy development, end-to-end customer experience, and insight generation across service portfolios.
- **Executed a clear marketing strategy, new business operations, and a product development framework**, providing product roadmaps, sales enablement tools, pricing strategies, and new digital channels.
- Leveraged market research and **developed new business strategy forecasted to generate 15% in annual CAGR**.
- **Revamped an existing brand, leading to 35% growth in a stagnant category** by leveraging findings from customer research.
- **Bolstered use of existing products by 45%** by establishing new product development initiatives.
- **Increased leads, website impressions, and LinkedIn connections by 30%** through innovative digital marketing strategies.
- **Designed and built a multi-functional product marketing organization** and mentored and **accelerated the success of team members** resulting in three promotions in 12 months.

ASSOCIATE DIRECTOR, COMMERCIAL LEARNING & DEVELOPMENT

May 2015 – July 2019

Empowered to handle the revitalization and transformation of the Commercial Learning and Development organization for the Companion Animal Group (CAG), representing 85%+ of company revenue.

- **Expertly managed an \$8M North American training and events budget.**
- **Established and implemented customer engagement strategies**, virtual learning, and live experiences; increased revenue by 53% and engagement by 40%.
- **Led the evaluation and Implementation** of new learning management systems (LMS) and learning technologies.
- **Developed and orchestrated delivery of comprehensive internal and external audience education content and curriculum** including webinars, live meetings, seminars, certifications, and e-learning.
- **Expertly conceptualized strategies for national and regional tradeshows** with engaging content to drive business growth and ensure **seamless execution**.
- Spearheaded onboarding of sales professionals to **generate over 70% growth in sales force expansion in six months** by aiding the institution of a go-direct market strategy.
- **Accelerated revenue by 25% on key objectives** by creating sales training models with multi-mode delivery, first-ever live certification process; and **personalized training** by role type.
- **Enhanced team by 40%** by designing and constructing a new multi-functional commercial learning organization (40+ people) and **mentored and accelerated the success of team members resulting in six promotions in 24 months**.

INTEGRATED MARKETING MANAGER, PROGRAMS

August 2013 – May 2015

Chosen to streamline and evolve program design across business lines for a centralized commercial marketing organization for the Companion Animal Group (CAG), representing 85%+ of company revenue.

- **Spearheaded more than 70% of all new business** to support the organization's products and services via ownership of design, development, and deployment of customer acquisition strategies.
- Built go-to-market program strategy to **drive reoccurring revenue** and **increased customer YoY value by 15%**.
- **Grew capital placements by 10%** by supporting mixed sales models and launching an agency distribution framework, including contract negotiations.
- **Amplified sales team engagement by 50%** by creating a quarterly kickoff meeting cadence for an NA sales organization.
- Led strategic planning and **drove commercial alignment across lines of business** and the customer-facing organization.
- **Supervised, motivated, and developed a team of eight highly competent professionals.**

MARKETING/PRODUCT MANAGER, DIGITAL IMAGING

October 2006 – April 2011

Managed all product management and commercial marketing strategies. Executed worldwide launch plans for new products and software, including equipment launches of Computed and Digital Radiography systems. Supported ~\$30M operating budget.

- **Quantified market opportunities and customer needs.** Developed strategy to deliver revenue growth in NA and EU.
- **Led cross-functional team through Agile redesign of PACS software**, developed practice management system module and medical record connection, and leveraged **customer research, usability, and beta testing cycles**.
- **Refreshed brand**, including product positioning, naming, packaging, sales enablement tools, and website.
- **Defined end-to-end customer experience** and evolved bare bones installation process to include two-day onsite training and complete library of customer training resources.
- **Expanded sales channel footprint**, Defined, negotiated, and established European agency distribution agreement.

ADDITIONAL EXPERIENCE

Marketing Manager, In-House Diagnostics (2011 – 2013) | IDEXX, Westbrook, ME

Marketing Director | Baker, Newman & Noyes, Portland, ME

Marketing Coordinator | Mellon Bank, Medford & Boston, MA and John Hancock, Boston, MA

EDUCATION

Bachelor of Science, Management Studies

Saint Joseph's College of Maine

TECHNICAL SKILLS

Microsoft Office | HubSpot | Salesforce Sales Cloud | Adobe Connect | Power BI | Workday | Workday Learning | SAP
Brainshark | Totara LMS | Google Ads | Google Analytics | Tableau**Research Methodologies:** Surveys, Interviews, Focus Groups, Secondary-Research Analysis, Qualitative & Quantitative Research

PROFESSIONAL IMPACT

"Fotine has developed and executed numerous successful marketing initiatives that resulted in increased brand awareness and market share. Fotine's market research and data analysis skills have been a valuable asset in developing these campaigns. Fotine was instrumental bolstering reoccurring revenue by 20% and doubled customer enrollments through the revitalization of IDEXX's largest loyalty program., a standout accomplishment that demonstrated her ability to drive results in the marketing field." – Managing Director, Global Education Strategy

"Fotine is one of the most dedicated, hard-working, focused and organized woman I've ever known. She's innovative, strategic and results-driven. There is nothing Fotine can't do..." - Associate Director

"Fotine is an incredibly savvy marketer, with understanding and determination to do what is right for the business. On top of having a great marketing mind, she was an absolute pleasure to work with. Always kind, thoughtful, smart - a true partner." – Vice President of Account Services

"Fotine is an inspiring person and marketer. She has boundless strategic ideas that are based in data and creative ideation at once. She is a special colleague because you always want to do your best work for her--I believe everyone feels the same way. She is a unique leader and someone people want to follow! She is smart and savvy, but down to earth and just a great human being all around." – Partner, Strategic Account Development

"Fotine is a highly skilled marketer, learning and development leader, and people leader. I was fortunate to report to Fotine for 2 years and learned so much from her. Fotine's attention to detail, passion, integrity, creativity, care for others, and pride taken in her work have all been apparent in the various projects we've worked on together. " – Senior Marketing Manager

"Fotine is highly goals-driven and sets the bar high for herself and her team. She has a clear vision for success and works tirelessly to achieve it. Her passion for her work is contagious and inspires those around her to give their best effort. One of the most valuable lessons I learned from Fotine is the importance of clear communication. She can effectively convey her expectations and provide valuable feedback that helped me improve my performance. Fotine is also a great team player, she is always willing to help others and is supportive when needed. Her ability to lead by example is unmatched and she sets a great example for the team to follow. " – Global Product Manager

"I had the pleasure of working with Fotine, directly and indirectly, during our many years at IDEXX. I've always been impressed with Fotine's drive, enthusiasm, dedication and willingness to put the needs of her team and the business ahead of her own. She's a very talented marketer and natural leader who presents herself authentically and with heart, no matter what the circumstances. Fotine is always willing to go out of her way to help others. Those who have Fotine on their team and in their lives are truly fortunate. " – Senior HR Leader

"Fotine is an action-oriented, results-driven leader who knows how to develop effective strategies and knows how to execute - a rare combination, in my experience. She is also a highly conscientious leader and a thoughtful mentor. I've had the benefit of working alongside her in many different marketing roles at IDEXX and have learned a great deal from her. Specifically, the ability to take customer/market insights and tell a compelling story to gain consensus has been an invaluable skill that Fotine has helped me develop. " – Sr. Director, Global Regional Marketing & Customer Programs