

# Iris Chan

## Director of Marketing

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San Francisco, CA | [linkedin.com/in/irischan](https://www.linkedin.com/in/irischan)

Marketing Director with 13+ years' experience across software, fintech and cleantech spaces, specializing in the integration of product, marcom, customer and marketing operations strategies. Experience in customer segments ranging from SMB to enterprise-class companies and consumers. Adept at creating go-to-market strategies that drive internal and external sales enablement. Creative and flexible with proven ability to foster relationships across teams. Passionate about problem-solving.

### EXPERIENCE

2013-Present

#### **Director of Marketing, 2016-Present**

#### **Senior Marketing Manager, 2013-2016**

#### **Spruce Finance (formerly Clean Power Finance), San Francisco CA**

Responsible for integrated marketing, including product marketing, channel (B2B2C), demand gen and marketing operations at Spruce to drive awareness, trial and adoption of Spruce's portfolio of software and consumer finance products. Oversaw team of marketing professionals and marketing budget.

- Responsible for cultivating and motivating high-performing team of product, channel, and marketing ops managers and marketing consultants. Knack for getting the most out of talent and passionate about building their career trajectories.
- Effectively scaled marketing team through CRM, agile project management and marketing ops and automation platforms. Leveraged marketing technology to quickly standardize and retool marketing programs as well as track and analyze performance of campaigns to ensure effective reach to customers and drive conversions. Led strategic re-implementation of Salesforce.
- Helped develop and execute go-to-market strategies for multiple software and finance product launches, collaborating closely with software and finance product teams, business development, sales, legal and compliance.
- Positioned finance product and services portfolio through mapping of customer journeys and personas and the delivery of effective sales enablement tools including USPs, collateral, web content, and promotion programs.
- Led cross-functional management meetings to align product, marketing, sales, bus dev, and ops on upcoming product releases, MVPs, betas, and market launches and roadmap planning.
- Enabled and grew channel partnerships through optimization of loyalty programs and drip campaigns across SMB, medium, and enterprise-scale companies. Doubled SMB channel leads.
- Developed and executed company event strategy with events ranging from national conferences, intimate executive summits, and regional trade events, consistently exceeding event targets.

2009-2012

#### **Channel Marketing Manager**

#### **Suntech America, San Francisco CA**

Developed and ran channel marketing programs and product marketing for Suntech America, helping them differentiate their technology offer and increase customer loyalty at a time when the company was battling commoditization and had to defend its market-leader status.

- Built and strengthened relationships with Suntech's top-tier customers and supported their success through multiple marketing programs, including customer appreciation events, partner programs and conferences resulting in increased customer loyalty and retention.

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### EXPERIENCE CONT'D

- Managed a nationwide co-marketing and co-op advertising program that built the Suntech brand throughout its channel, and developed customized co-marketing programs tailored for customers' needs. Led efforts on development of Salesforce Partner Portal.
- Developed and managed channel-focused sales enablement and marketing tools, including internal and external sales training programs and presentations, email marketing, company and product collateral, brochures, and signage.
- Ran in-house and third-party lead generation campaigns to attract both B2B leads and end-user leads for channel partners, resulting in 30% lift in new leads, and 40% increase in return traffic through re-targeting.
- Managed and negotiated contracts with contractors and vendors ranging from creative agencies to technical consultants for website and CRM solutions.

2004-2009

#### **Senior Marketing Coordinator, 2004-2009** **SPG Solar (acquired by SunEdison), Petaluma CA**

Developed and implemented marketing campaigns that helped SPG generate awareness and build referral business while it was growing rapidly in the commercial and agricultural space. Led product marketing efforts and helped with the launch for SPG's sister company, which designed and manufactured innovative hardware for the solar industry.

- Developed close partnerships with consumer clients, resulting in successful co-operative marketing events, media coverage and client satisfaction. Customer segments included: residential, small business, large commercial, education, agriculture, government, non-profit.
- Experience working with enterprise-class companies such as Johnson & Johnson, Westfield, MGM Tower, and Honeywell to raise visibility and public awareness of their solar/environmental initiatives.
- Created and managed successful customer relationship marketing campaigns for both homeowners and large corporations through customized group discount purchasing programs and customer referral programs.
- Managed manufacturer marketing co-op programs that maximized budget and aligned company brand with well-known, reputable brands such as Sharp and Kyocera.

### EDUCATION

2015

#### **University of California Berkeley, Haas School of Business, Center for Executive Education**

Women's Executive Leadership Program

2004

#### **California Polytechnic State University, San Luis Obispo, CA**

Bachelor of Science, Business Administration, Concentrations in Marketing and Int'l Business

### TECHNICAL SKILLS

SFDC Sales Cloud/CRM | SFDC Communities Partner Portal | NetSuite | Marketo | Pardot | MS Office | Google Suite | Google Analytics & Adwords | Meltwater | Photoshop | InDesign | Wordpress | Slack | Asana | Wrike  
Working knowledge: Power BI, Tableau, Illustrator