

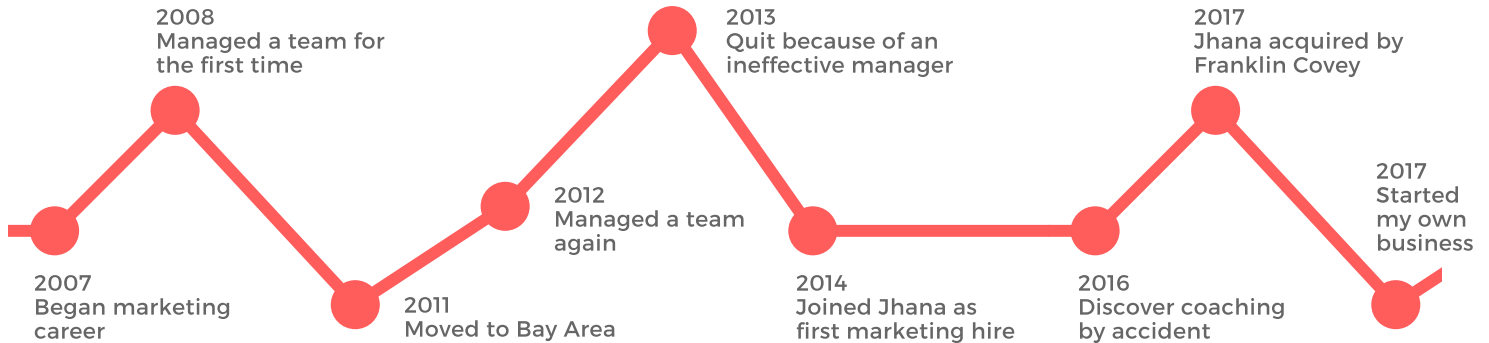
ROBIN CANGIE

ACCOMPLISHED MARKETING EXECUTIVE WITH OVER 10 YEARS EXPERIENCE
IN B2B SAAS MARKETING, LEADERSHIP, PEOPLE MANAGEMENT, & STARTUPS

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LEADERSHIP COACH, JUL 2017 - PRESENT

After Jhana's acquisition by Franklin Covey, I decided it was time to integrate everything I'd learned about management, leadership and startups and start my own business. Areas of focus:

- Essential leadership soft skills such as giving and receiving feedback, delegating, coaching, managing up, communicating and hiring
- Navigating career transitions
- Aligning one's work with one's values and strengths

"Robin is a swiss army knife when it comes to marketing. She did everything from leading our website rebrand to organizing our presence at big tradeshowes."
-Suzanne Leung, VP Sales, Jhana

VP MARKETING, JHANA, AUG 2016 - JUL 2017

As VP of Marketing, I led Jhana's overall marketing efforts, built a highly respected brand in our industry, and collaborated with the VP of Sales to grow an impressive sales and marketing pipeline. I hired Jhana's first growth marketer and saw marketing's contribution to revenue jump from a small fraction to nearly half of new closed deals.

- Generated 44% of new closed opportunities
- Generated 33% of all new sales opportunities
- Increased inbound lead generation by 350% year over year
- Grown the Jhana brand from an unknown to a well-respected leader in management development

DIRECTOR OF MARKETING, JHANA, FEB 2014 - AUG 2016

I was full-time employee #8 and Jhana's first marketing hire. Over time, I scaled our team and built out every marketing function at the company.

- Actively participated in the hiring and onboarding of Marketing, Sales, and Client Success employees
- Served as interim Business Development Manager, where I hired 2 of our first 3 SDRs and oversaw record new opportunity growth on that team
- Completely overhauled Jhana's website and messaging with a team of outside contractors.

SENIOR MARKETING MANAGER, OPTIMAL, AUG 2013 - FEB 2014

SENIOR MARKETING MANAGER, MINDJET, FEB 2012 - AUG 2013

MARKETING MANAGER, WEBTRENDS, APR 2007 - JAN 2011

EDUCATION

B.A. in History, Linfield College

TECHNICAL EXPERTISE

Salesforce.com, marketing automation, Microsoft Office Suite, WordPress