

Shannon Peel

Product Marketing · Demand Generation · Brand & Positioning · Sales Enablement · Player-Coach

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Senior marketing leader with 10+ years building demand generation engines, brand systems, and sales enablement programs from scratch for B2B companies navigating rapid growth and market complexity. I am a player-coach by nature. I have been the sole marketing function for multiple organizations simultaneously, personally executing every program I design. I understand what it means to operate with pace and limited infrastructure, to report directly to founders and business owners who need measurable results not marketing theory, and to build systems that scale as the business grows through acquisition.

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| 10+ Years B2B Marketing Leadership | 20%+ Conversion Lift via Demand Programs | 60%+ Email Campaign Open Rates | 20+ Conference Speaking Engagements |
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C O R E C O M P E T E N C I E S

- Product Positioning & Messaging Architecture
- Voice of Customer & Story Narrative Development
- ICP Development & Audience Segmentation
- Win/Loss Analysis & Market Feedback Loops
- Competitive Intelligence & Trend Research
- AI-Native PMM Workflows & CRM & Marketing Automation
- Revenue Enablement & Sales Narrative Development
- Thought Leadership Strategy & External Brand Representation
- Conference Speaking & Event Facilitation
- Product GTM Strategy & Launch Planning
- Cross-functional GTM Alignment & Stakeholder Communication
- Customer Journey Mapping & Narrative Strategy
- Lifecycle Marketing & Behavioural Segmentation
- Webinar & Customer Education Programs
- SEO, SEM & Paid Media Campaigns
- Sales Enablement Systems

E X P E R I E N C E

Director of Marketing (Fractional) · MarketAPeel 2015 – 2025 · Vancouver, BC (Remote)

B2B marketing consultancy served as fractional Director of Marketing for multiple growth-stage clients simultaneously, personally building and executing demand generation engines, brand systems, and sales enablement programs

For a decade I was the sole marketing function for organizations that needed a Director-level strategic mind and a hands-on executor in the same person. I defined the brand, led end-to-end product marketing and go-to-market systems for B2B and B2C businesses, focusing on positioning, messaging architecture, and translating complex offerings into clear customer narratives. Overall, I acted as a hands-on PMM operator and strategist, connecting positioning, customer behaviour, and revenue outcomes into scalable systems.

- Achieved 20%+ conversion lift through intent-aligned positioning, behavioural segmentation, and customer-focused messaging systems.
- Generated 60%+ email open rates and 6–10% click-through rates through lifecycle marketing, audience segmentation, and nurture optimization.
- Built self-serve PLG-style acquisition systems generating sustained inbound demand and reducing ongoing acquisition costs through automation, referral momentum, and value-first outreach.
- Developed webinar and content ecosystems that generated qualified lead pipelines for coaching, consulting, subscription, and B2B service.
- Built sales enablement positioning systems to improve sales confidence, objection handling, communication consistency, and deal conversion.
- Successfully translated complex technical, operational, and behavioural concepts into accessible customer-facing narratives for both technical and non-technical audiences.
- Built integrated GTM systems connecting demand generation, sales enablement, lifecycle marketing, customer insight, and customer success into unified commercial workflows.
- Built end-to-end product positioning and messaging architectures for B2B, subscription, service, and founder-led businesses, translating complex products and systems into clear customer narratives aligned to audience psychology, buying intent, and business outcomes.
- Developed category narratives, ICP frameworks, customer journey maps, and GTM strategies that connected product value, customer pain points, and market differentiation into scalable acquisition and retention systems.
- Built and standardized repeatable go-to-market processes across launches, campaigns, webinars, partnerships, and lifecycle programs, aligning messaging across Product, Sales, Marketing, Customer Success, and operational stakeholders.
- Conducted structured voice-of-customer research programs including customer interviews, win/loss analysis, CRM insight synthesis, online review analysis, behavioural research, and audience segmentation to validate positioning and improve market alignment.

- Developed competitive intelligence systems tracking competitor positioning, messaging shifts, customer objections, market gaps, and emerging substitutes, translating findings into battlecards, objection-handling frameworks, and revenue enablement tools.
- Built comprehensive sales enablement ecosystems including pitch decks, positioning frameworks, demo narratives, ROI frameworks, competitive battlecards, customer journey assets, proposal templates, proof-point libraries, and objection-handling guides used across the full sales cycle.
- Designed behavioural segmentation and lifecycle marketing systems integrating HubSpot, Salesforce, GoHighLevel, Zoho, CRM workflows, email automation, webinar funnels, lead scoring, nurture systems, and AI-assisted personalization.
- Built AI-native GTM and content workflows utilizing Claude, ChatGPT, automation tools, prompt engineering, chatbot deployment, AI-assisted research synthesis, automated lead scoring, behavioural routing, and scalable content production systems.
- Led webinar and education-led marketing programs including [virtual summits](#), workshops, onboarding systems, [podcast interviews](#), [customer education funnels](#), and multi-stage nurture campaigns designed to increase adoption, engagement, and conversion.
- Produced and hosted [100+ podcast episodes](#) and digital publication initiatives while delivering [20+ professional conference speaking](#) engagements focused on marketing strategy, positioning, customer psychology, AI systems, and go-to-market execution.
- Built multi-channel demand generation systems across paid, owned, referral, SEO, content, webinar, and outbound channels, aligning campaigns to customer intent, buyer stage, and behavioural motivators rather than generic demographic targeting.
- Created ABM-style outreach and partner recruitment programs, building joint value propositions, co-marketing systems, onboarding frameworks, and partner-facing messaging architectures tailored to each partner ecosystem and business model.
- Designed and executed product launch and adoption systems for subscription and SaaS-style businesses, including launch positioning, onboarding campaigns, customer activation workflows, webinar training systems, and post-launch feedback loops.
- Worked directly with founders, operators, sales teams, and technical stakeholders to align operational capabilities with external messaging, ensuring that product promises reflected actual customer experience and delivery realities.
- Managed marketing and GTM strategy from both strategic and operational levels, including pipeline contribution tracking, marketing attribution, conversion optimization, funnel performance analysis, and revenue-aligned reporting for business owners and leadership teams.

Sales & Customer Success Manager · **HomeStars** 2013 – 2015 · Vancouver, BC

Canada's largest home services marketplace — B2B platform serving independent contractors and service operators across North America.

Managed 300+ accounts for independent service contractors and tradespeople advising them on digital marketing, lead generation, and platform adoption. This role gave me direct experience with the field service operator mindset: how technicians-turned-business-owners think about marketing investment, what value language resonates with them, and what it takes to build trust with buyers who are skeptical of technology platforms.

- Managed 300+ service contractor accounts with direct retention accountability, improving retention 15% through lifecycle programs connecting platform value to each operator's specific revenue goals
- Advised service businesses on digital visibility, lead generation, and marketing strategy – building the field service buyer empathy

Sales & Marketing Associate · **CM Oliver Goepel McDermid Raymond James** 1994 – 2004 · Calgary, AB

Investment dealer — decade in regulated financial services through three acquisitions.

- Built client communication systems, ran client events, and developed the stakeholder management capabilities that underpin all my cross-functional marketing work

Advertising & Marketing Sales Consultant · **CanPages / THN Publications** 2006 – 2012 · Western Canada

E D U C A T I O N

Bachelor of Arts (BA) · University of British Columbia (UBC) Vancouver, BC

To learn more about me to determine if I'm a good fit, [Click Here](#), then click on the AskShannon button on the bottom right of the screen. This AI Info bot is trained to answer questions about me, what I've done and what I know.