

DAVID M. MCCRYSTAL

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Marketing Executive

Marketing and Business Development Professional with extensive experience in leading go-to-market strategies, business development, and marketing communications across various industries including SaaS, IT services, and compliance. Proven track record of driving significant growth in sales leads, market presence, and customer conversion rates through innovative product development, competitive market analysis, and strategic partnerships. Adept at managing large teams, budgeting, and goal setting to achieve corporate objectives. Skilled in building brand awareness and thought leadership through data-driven campaigns, content development, and public relations.

AREAS OF EXPERTISE

- Marketing Analytics
- Demand Generation
- Content Development
- Branding & Messaging
- SEO & SEM
- P&L Management
- Product Marketing
- Business Development
- Data Analytics
- CRM Management
- Vertical Market Strategy
- Partnership Development

"In one short year, Dave has polished SocketLabs to a degree not seen in its history. He has been instrumental in transforming the marketing functions with his contributions to the website, marketing and sales collateral, events, partner communications, Hubspot deployment, and SEO/SEM."

Keith Hontz, CEO

SELECTED CAREER HIGHLIGHTS

- ✓ **Increased sales leads by 300% with new branding**, improved use of data analytics, and new product development – including the creation of LicenseIQ™, a nationwide licensing database.
- ✓ **Achieved a 5% quarterly growth goal by creating ComplianceScore™** data-driven ABM campaigns, educational webinars, co-marketing partnerships, and new pricing models.
- ✓ **Grew SQLs 200% by creating "Email Vulnerability in Healthcare"**, a benchmark report and sales process that quantified each prospect's dark web exposure.
- ✓ **Reduced traditional sales cycles by 33%** and increased direct prospect engagement by 200% through in-person seminars and presentations.
- ✓ **Launched a successful retirement industry business serving 401k** and pension providers (subsequently spun off and now owned by PBI Research Services).

PROFESSIONAL EXPERIENCE

DMM GLOBAL | WEST GROVE, PA

2022 – Present

Marketing and Business Development Consultant

Leading the GTM strategy and US launch of an international legal service focused on personal estate resolution, establishing and managing multiple international partnerships, building B2B / B2C opportunities in the US, United Kingdom, and Europe.

- Leading messaging, positioning, training, communications, and partner development.
- Analyzing the competitive market and litigation trends to identify new growth opportunities.

HARBOR COMPLIANCE | LANCASTER, PA

2021 – 2022

Marketing Director

Led marketing and GTM strategy for corporate and nonprofit markets at a SaaS-based compliance services firm. Served on the executive management team, overseeing 10 direct reports.

- Responsible for budgeting, OKRs / goal setting, vertical market strategies, content development, partnership programs, new product launches, pricing, analytics / KPI tracking, and department hiring.
- Managed partnership program and the acquisition of the largest nonprofit industry competitor, growing leads by 150%.

SOCKETLABS | ASTON, PA

2018 – 2021

Vice President of Marketing

Recruited to lead dynamic marketing communications and spearhead the reinvigoration of product development for a well-established SaaS email infrastructure firm.

- Achieved unprecedented growth for all marketing and sales KPIs by transforming the product experience, cybersecurity reputation, and market presence.
- Led a 270% increase in new MRR by creating the StreamScore™ real-time email performance dashboard and highlighting the software's unique encryption and security features.
- Increased site visits by 300% and organic traffic by 420% via website redesign and content development.

PROFESSIONAL EXPERIENCE - Continued

- Increased customer conversion rates by 100% through pricing optimization, streamlined onboarding, video demonstrations, and implementation of Hubspot.
- Drove thought leadership and brand awareness through domestic and international client events, speaking engagements, webinars, white papers, and case studies.

EVOLVE IP | WAYNE, PA

2016 – 2018

Vertical Program Manager

- Created a security-focused healthcare marketing program for a \$100M SaaS and IT solutions firm.
- Created tailored communications strategies and campaigns to emphasize the firm's cybersecurity and risk management benefits. Also built vertical market strategies for veterinary medicine, financial services, and insurance audiences.
- Led go-to-market strategy, driving 230% sales funnel growth and 130% vertical sales growth.
- Created and managed technology partner marketing programs and alliances.

XTIUM | KING OF PRUSSIA, PA

2015 – 2016

Vice President, Marketing & Business Development Position

- Led go-to-market strategy for PE-owned IT services firm providing hosting, data security, and disaster recovery services.
- Rebranded the company as a healthcare specialist, leading to a successful exit via sale to Evolve IP in October of 2016.
- Grew new sales opportunities by 500% via rebranding and a new go-to-market strategy for the healthcare industry.
- Built a strong reputation for thought leadership in security and disaster recovery, establishing credibility through achieving HITRUST cybersecurity certification.
- Implemented partner marketing, SEM, SEO, content development, and social media programs.

VENIO LLC | NEW YORK, NY

2010 – 2015

Executive Vice President, International & Strategic Marketing

- Responsible for all marketing and international business development for a private-equity-owned unclaimed property compliance and consulting company (now known as Sovos).
- Grew non-U.S. revenue from zero to \$2.5M by launching an international division.
- Managed P&L responsibility and built a multilingual service team.
- Cultivated a partner network of 13 global service providers in EU, South America, and Australia.
- Achieved an unprecedented 75% response rate with direct marketing campaigns targeting existing financial services clients in more than 70 countries.
- Created the #1 brand in our industry by strategically spearheading corporate communications, innovative demand generation initiatives, and comprehensive web strategy development.

KEANE | KING OF PRUSSIA, PA

2003 – 2010

Vice President, Marketing & Product Development

- Responsible for all corporate marketing and identifying new revenue streams for an unclaimed property compliance and consulting firm. Growth drove the owner's successful exit via sale to Venio LLC in December of 2010.
- Increased overall revenue by 20% by creating the Investor Data Quality Program™, an industry-changing compliance analysis and lead generation accelerator.
- Increased annual revenues by 10% through the introduction of new product line extensions.
- Managed demand generation, proposal writing, RFPs, messaging, and web development.

FALCON INFORMATICS | DOYLESTOWN, PA

2002 – 2003

Director of Marketing

- Led product development, go-to-market strategy, and sales for a start-up software firm.
- Developed comprehensive marketing, messaging, and communications programs, encompassing strategic demand generation and impactful public relations campaigns.
- Prospected sales opportunities by phone and conducted on-site sales meetings and product demonstrations with qualified prospects.

LAUNCH INTERNATIONAL | DOYLESTOWN, PA

2000 – 2002

Director

- Created strategic marketing and communication tools for enterprise software, hardware, and IT services clients, overseeing concept development and writing.
- Managed the production of marketing collateral, sales training materials, and demand generation programs.
- Interviewed client subject matter experts, wrote brochure and newsletter copy, and provided guidance to designers, ensuring seamless oversight of collateral production.

PROFESSIONAL EXPERIENCE - Continued

NATIONAL STARCH & CHEMICAL | BRIDGEWATER, NJ

1998 – 2000

Market Development Specialist

- Deployed sales force automation (SFA) software, serving as project leader for a specialty chemicals manufacturer.
- Performed business needs analysis, wrote project requirements, completed software modifications, and conducted sales team training.

COMPUTER SCIENCES CORPORATION | WAYNE, PA

1995 – 1998

Staff Consultant

- Defined and documented business requirements for software development projects.
- Performed basic programming, managed standards adherence, and conducted client training in the U.S. and London for the delivery of a global cash management system.
- Supported new business marketing for the Financial Services and Utilities practice.

EDUCATION & CERTIFICATIONS

Master of Business Administration – MBA, University of Delaware, Newark, DE

Bachelor of Science, Finance and Marketing – BS, University of Delaware, Newark, DE

MY MVP ACHIEVEMENTS

- Grew Evolve IP's healthcare leads by 200% with a data-driven cybersecurity benchmark analysis.
- Created 2 major ABM campaigns that grew Harbor Compliance's leads by 300%.
- Grew MRR 270% at Socketlabs with a real-time analytics dashboard.
- Increased company revenue by n5% by building and leading Keane's international business unit.
- Created an ABM marketing program growing Keane's total corporate revenue by 20%.