

DEBBIE MOON

Marketing Executive | B2B SaaS & AI Platforms | Pipeline, Brand & GTM

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SUMMARY

Marketing executive with 20+ years building brand, corporate communications, and product marketing, with demand generation and go-to-market strategy as the core focus. Brought in repeatedly to build and scale marketing functions from zero, most recently at AI and technical platform companies selling into regulated markets. Operates as a hands-on leader, setting strategy while staying close enough to the work to deliver measurable revenue results, and partners at the CxO level (CEO, CRO, CPO) on budget, board reporting, and growth targets. Core toolkit: GTM strategy, ABM and demand generation, brand and positioning, board and investor reporting, budget and P&L management, pipeline attribution, PR and analyst relations, Salesforce and HubSpot, AI-native workflows.

KEY ACHIEVEMENTS



Built & Scaled Marketing Functions

Repeatedly recruited to build and scale marketing functions from zero at high-growth startups, including three AI platform companies, standing up positioning, pipeline infrastructure, demand generation, and full corporate websites, averaging 45 days from blank page to live.



Drove Pipeline Growth & Revenue Attribution

Generated 10,000 leads, 300 MQLs, and 60 SQLs in six months at Behavox, exceeding pipeline targets by 3x. Grew NobleAI's marketing-sourced pipeline from \$3.9M to \$26.8M over three years, tying spend directly to revenue outcomes.

EXPERIENCE

04/2026 - 07/2026

Remote

Senior Vice President, Marketing

SimplifyX (position eliminated due to a company-wide reduction-in-force)

Enterprise agentic AI platform delivering vertical intelligence for finance services and operations-intensive industries.

- Recruited as the first marketing hire; wrote the company's corporate messaging and positioning and led the brand identity redesign in three weeks.
- Delivered the full website redesign in 30 days, partnering with an external development agency and personally writing all site copy. Replaced original site's single contact form with five-plus conversion paths for inbound leads.
- Created the company's content strategy, using AI tools like Claude and Perplexity to speed up keyword research and first drafts.
- Laid the groundwork for demand generation infrastructure, including pipeline forecasting and budget planning.

11/2025 - 04/2026

Remote

Vice President Of Marketing

Seekr Technologies

GenAI software company delivering explainable AI models and a secure platform for high-value enterprises in regulated industries such as financial services, telecom, manufacturing.

- Launched the Enterprise team's first demand generation engine, with pipeline forecasting toward a \$10M target.
- Overhauled the content repository, replacing one-off production with a strategy built around the customer journey. Equipped Sales with new assets and competitive intel.
- Established the company's press and analyst relations program and an event strategy centered on industry speaking opportunities.
- Developed a marketing framework adopted by both the Enterprise and Government business units, each adapting it to their own ICP and pipeline goals.

12/2022 - 12/2025

Remote

Vice President of Marketing

NobleAI

Specialized AI software company delivering science-based AI models for product innovation in chemicals, energy, and manufacturing companies.

- Grew marketing-sourced and attributed pipeline from \$3.9M to \$26.8M over three years, increasing marketing's share from 15% to 43% of total new pipeline.
- Grew marketing-sourced new bookings to 87% of marketing-attributed new revenue by year three, up from 13% in year one.
- First marketing hire: built category positioning, corporate messaging, and product marketing from scratch, including press and analyst relations strategy and the company's first website within 45 days.
- Led integrated demand generation programs across digital, paid media, and events, managing a team of three plus contractors and agency partners, and owned the marketing budget with quarterly performance reporting to the board and executive leadership.

EXPERIENCE

07/2021 - 11/2022

Remote

Vice President of Marketing

Skycatch

An industrial technology company providing drone hardware and data analytics software for construction, mining, and related enterprises.

- First marketing leadership hire: shaped messaging, brand identity, and demand generation infrastructure.
- Launched an ABM strategy targeting the top 50 to 100 mining operators in the US, backed by integrated event, digital, and social efforts that grew brand visibility with enterprise and technical buyers.
- Created a formal content and centralized slide library to support sales enablement across two distinct ICPs, managing a team of two marketers, two BDRs, and agency partners.
- Designed and ran an outreach program with leading mining schools, generating early brand awareness with the next generation of industry engineers and decision makers.

07/2020 - 06/2021

Remote

Vice President, Demand Generation

Behavox

A security and compliance software platform used by global banks and financial institutions to manage risk and employee conduct.

- Stood up the demand generation function, including lead management, pipeline forecasting, and global campaign strategy, to support a \$20M ARR goal.
- Generated 10,000 leads, 300 MQLs, and 60 SQLs in six months, exceeding pipeline targets by 3x, all executed virtually during COVID across a global customer base.
- Produced global virtual events, executive panels, and closed-door customer sessions to drive thought leadership and net new pipeline; managed a team of four plus agency partners.

01/2020 - 04/2020

San Francisco, CA

Director, Demand Generation

Planful (position eliminated due to COVID-19 impact)

Financial planning and analysis software helping businesses streamline budgeting, forecasting, and reporting.

- Increased pipeline growth by 300% through integrated digital marketing and improved lead conversion by 20% through persona-driven content development.

08/2018 - 02/2020

San Jose, CA

Sr. Director, Demand Generation Marketing & Events

Virtana (formerly Virtual Instruments)

Enterprise IT infrastructure company offering performance monitoring and AIOps solutions for hybrid cloud environments.

- Rejoined and was promoted to Sr. Director, expanding scope to include partner and channel marketing across regions.
- Ran demand generation across digital, ABM, and global field marketing, and supported a full company rebrand and website redesign.
- Directed high-impact events including annual Sales Kickoffs and quarterly Customer Advisory Boards, and mentored a team of two plus agency partners.

08/2016 - 08/2018

San Jose, CA

Sr. Marketing Manager, Demand Generation

Hitachi Vantara

Global technology company focused on data infrastructure, analytics, and IoT.

- Managed global marketing programs across digital, demand generation, and events, supporting B2B IoT and Smart Cities initiatives across global field teams and agencies..

01/2007 - 08/2016

NY | OR | CA

Sr. Marketing and Advertising Consultant

D. Moon Consulting | Various Locations

Independent consultancy specializing in brand strategy, demand generation, and digital marketing. Clients included Cisco Systems, Brocade, Nike special projects via Razorfish, and the NBA Portland Trail Blazers.

EDUCATION

Bachelor of Arts, English

University of California, Irvine

CERTIFICATIONS

Mastering Demand Generation and ABM

Forrester - January 2023

Google Analytics

June 2026

AI OS Search Certification

SEM Rush - July 2026