

ANJALI PLAINFIELD

Growth Marketing Leader | B2B | SaaS

CONTACT

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EXPERTISE

- ▶ 17 years in Marketing
- ▶ 14 years in SaaS
- ▶ 13 years in B2B
- ▶ 9 years of Team Leadership

COMPETENCIES

- ▷ Strategy & Planning
- ▷ Budget & Forecasting
- ▷ KPI Development & Reporting
- ▷ Market Research
- ▷ Sales Development/Outbound
- ▷ Vendor Management
- ▷ Marketing Operations
- ▷ Marketing Automation
- ▷ ABM
- ▷ Field Marketing
- ▷ Web/SEO/AEO
- ▷ Paid Marketing

TECHNOLOGY

Salesforce, Hubspot, Pardot, Marketo, DemandBase, 6sense, Outreach, ZoomInfo, WordPress, HTML, Search, Social, HighSpot, Claude, Gemini, and more.

PROFESSIONAL SUMMARY

Revenue-focused demand generation executive with 17+ years of B2B SaaS experience building marketing engines that accelerate pipeline, expand ARR, and drive predictable, scalable growth. Operates in close partnership with sales, aligning around shared data, definitions, and goals to make revenue predictable. Embeds AI into automated workflows that compound over time, building teams that use AI as infrastructure for speed and scale.

EXPERIENCE

Lumeris – Austin, TX (remote)

VP, Demand Generation Nov 25 – Current

- Enterprise | B2B | SaaS | AI | Healthcare
- Managing a team of 8 including DG, Digital, Mktg Ops, Events, Web, & Sales Development
- Responsible for driving 40% of pipeline generation
- MQL generation up by 150% in first full quarter
- Added 7 Ops and \$173M to the pipeline in 6 months

Ensora Health – Austin, TX (remote)

VP, Demand Generation Jul 24 – Nov 25

- Enterprise/MM/SMB | B2B | SaaS | AI | Healthcare
- Built and currently managing a team of 10 including DG, Digital, Mktg Ops, Events, Web, & Sales Development
- Managing a \$MM budget across B2C, MM, Enterprise
- Responsible for New Business, Cross Sell/Upsell, Retention/Renewal, and Channel/Partnerships
- Responsible for driving 100% of pipeline
- Hit goal across 4 of 5 segments in my first full quarter

Avathon – Austin, TX – Mar 21 – Jul 24

VP, Demand Generation Nov 23 – Jul 24

- Enterprise | B2B | SaaS | AI | Industrial
- Managing a global team of 17
- Leading DG, Events, Ops, Web, Content, PR, Design, Sales Development, Inside Sales
- All previous responsibilities still apply

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EXPERIENCE continued

Avathon – Austin, TX

Director, Demand Generation Mar 21 – Nov 23

- Managing a \$MM annual budget
- Grew the team from 3 to 10+
- Leading DG, Ops, Web, and Sales Development
- Stood up an SDR team, realizing 5x performance increases in the first 5 months
- Increased new logos in the pipeline from 2% to 60%
- Rebuilt the website, increasing conversions by 6x
- Launched a webinar program, now our highest-performing channel
- Successfully transitioned CRM from SFDC to Hubspot

BitcoinIRA – Los Angeles, CA

Sr. Demand Generation Manager Apr 19 – Feb 21

- B2C | FinTech
- Team leader with 2 direct reports
- Rebuilt the website, leading to a 35% decrease in form abandonment
- Implemented lead gen forms, increasing CVR by 45%
- Increased paid budget by 5x and reduced CPA by 35%
- Increased email CVR by 25%

MediaAlpha – Los Angeles, CA

Sr Manager, Media Buying Apr 17 – Apr 19

- B2B/B2C | MarTech
- Managing a \$MM annual budget
- Expanded marketing programs into 3 global markets
- Launched 3 websites for global markets
- Improved email CVR by 15%

Ethology – Portland, OR

Strategist, Digital Paid Media Jan 14 – Aug 16

Campaign management, strategic planning, data analysis, forecasting, custom automation, process development, creative testing, client communication. I managed a team focused on driving strategy and client success for paid campaigns including Google, Bing, Facebook, LinkedIn, retargeting, display and many others.

Specialist, Digital Paid Media Apr 13 – Jan 14

Campaign management, strategic planning, data analysis, forecasting, custom automation, process development, creative testing, client communication. Executed campaigns including Google, Bing, Facebook, LinkedIn, retargeting, display and many others.

+2 more previous roles