

# Benjamin McKenna Finch

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## Benjamin Finch

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Revenue Marketing • Demand Generation • Go-to-Market Strategy  
Product Marketing • ABM • Executive Leadership • P&L Ownership  
Team Building • AI & Automation • Data & Analytics • Customer  
Success • Strategic Partnerships • Enterprise SaaS • Entrepreneurial

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## Experience

### Quick Read:

#### Who I am

I consider myself a Swiss Army Knife type of candidate with a passion for growing products, teams, and customer relationships.

#### What I'm best at

From building brands, to launching products, to enterprise marketing and sales, I have a passion for pulling everything together to meet the needs of the business.

#### What I'm known for

I am known for exceeding business expectations while balancing a high-performing culture with measurable growth.

### **Micro1 / Senior Marketing Consultant - AI**

May 2026 - Present 2026 - WILMINGTON, NC (Remote - Contract)

Micro1 is an AI-powered talent marketplace and human data engine. It connects frontier AI labs and tech companies with human domain experts—such as software engineers, medical professionals, and writers—to train and evaluate Large Language Models (LLMs).

#### *My Achievements & Responsibilities:*

- Used generative AI (ChatGPT, Claude and other LLMs) to analyze complex marketing workflows, customer journeys and campaign performance.
- Developed AI-assisted frameworks for marketing strategy, personalization, content optimization and customer engagement.
- Synthesized CRM, campaign and behavioral data into strategic recommendations supporting omnichannel marketing initiatives. Evaluated AI applications for marketing insight generation, workflow automation and customer experience optimization.
- Interpreted and analyzed real-world workplace communications across marketing and revenue teams, including Slack threads, email chains, campaign briefs, CRM notes, and internal strategy documents to extract actionable marketing and GTM insights.
- Identified and documented key business elements including decisions, action items, dependencies, blockers, risks, and open questions across complex marketing and sales workflows.
- Developed realistic, multi-step scenarios reflecting enterprise marketing, demand generation, sales alignment, and revenue operations processes.
- Synthesized fragmented and unstructured information across multiple sources (MQL, SQL, inbound hand raisers, field marketing lead apps and CDPs), connecting context across campaigns, timelines, and cross-functional initiatives.

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## Experience

### **Vivantio / VP, Sales, Marketing & Customer Success**

January 2025 - January 2026 - BOSTON MA & UK (Remote - 1 Year Contract)

Vivantio is a leading provider of enterprise service management (ESM) solutions, empowering organizations to deliver exceptional service across Insurance, Banking, Healthcare, Government & Education

#### *My Achievements & Responsibilities:*

- Led cross-functional growth strategy for a global SaaS platform serving IT Service Management and Enterprise Service Management markets.
- Built the company's revenue intelligence infrastructure, implementing 6sense predictive analytics, intent data, Salesforce dashboards, and lifecycle automation to improve market visibility and opportunity identification.
- Led the GTM motions for Vivantio's education platform, Axiologon at universities including UC San Diego, Wake Forest and others.
- Developed AI-enabled account intelligence workflows to identify buying signals, prioritize prospects, and improve sales efficiency.
- Created new market segmentation, ICP models, and GTM strategies based on customer behavior, technology adoption patterns, and data insights.
- Managed Sales, Marketing, and Customer Success teams across North America and Europe.
- Established scalable operating processes across revenue functions, improving alignment between product strategy, market demand, and customer outcomes.
- Analyzed market trends and competitive landscape to identify opportunities for growth and differentiation through ICP and Persona Mapping
- Set long-term vision for customer experience, demand generation, and brand development in Insurance, Education, & Healthcare customers
- Established performance goals, sales targets, and KPIs including a qualified pipeline quota of 10M USD with a 35% CTR.
- Implemented sales forecasting, intent data infrastructure, and key account strategies with platforms such as 6Sense, Sales Force and SalesIntel
- Lead marketing strategy, including digital marketing, product marketing, content, communications, martech, and field marketing
- Built RevOps processes, dashboards and other tools for all customer facing teams including Customer Success, Sales and Professional Services through which I owned the full MQL to SQL process.

### **AveriSource / Director of Demand Generation**

April 2024 - January 2025 - SAN ANTONIO, TX (Remote - Full Time)

AveriSource accelerates midrange and mainframe modernization through application intelligence, proprietary AI, business rules extraction, and AI-powered transformation.

#### *My Achievements & Responsibilities:*

- Led commercialization strategy for an AI-powered software company focused on automation and business intelligence solutions.
- Built AI-driven prospect intelligence workflows using automation, analytics, and enrichment tools to improve targeting and pipeline creation.

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## Experience

- Created early-stage GTM infrastructure including CRM processes, marketing automation, reporting dashboards, and revenue analytics.
- Owned and executed sales operations, martech and data strategy
- Developed market strategy, customer segmentation, messaging, and demand programs to introduce emerging AI capabilities into enterprise environments.
- Developed and maintained relationships with partners and influencers
- Partnered with leadership to evaluate market opportunities, refine product positioning, and identify scalable revenue opportunities.
- Managed the AWS, ACE Portal, CoSelling and Private Deals system
- Managed demand attribution, MQL, SQL and other CRM processes
- Measured campaign effectiveness through attribution modeling, CRM reporting and marketing dashboards.

### **Left Field Labs / Director of Marketing**

April 2023 - April 2024 - 1 Year - CULVER CITY, CA (Hybrid - Full Time)

Left Field Labs, a subsidiary of Stagwell is a leading experiential marketing agency with a team of engineers, designers, strategists, information architects and creative technologists.

#### *My Achievements & Responsibilities:*

- Developed integrated marketing strategies for enterprise clients across digital, content, experiential, CRM and partner marketing channels.
- Concepted, developed and implemented marketing plans and strategies, product concepts, talking points, and promotional programs to drive interest and sales pipeline
- Help to productize services where applicable to market to customers and create additional demand gen campaigns for sales staff
- Worked closely with creative, strategy and client teams to translate business objectives into measurable marketing programs.
- Developed 2023 marketing budgets and campaign plan
- Determined the KPIs for the marketing department, reporting into the CEO and present regular reporting packages
- Ensured the implementation of effective marketing strategies that will meet our pipeline and awareness goals
- Formalized reporting on all areas of the marketing function by developing a data driven MRP (Marketing Reporting Package) delivered monthly to leadership
- Worked to continuously ensure the company marketing goals are communicated across the entire organization

### **Greater Chicago Diabetes Fund, NFP / Treasurer, Board Member**

DECEMBER 2021 - JUNE 2023, CHICAGO, IL (On-Site)

The Greater Chicago Diabetes Fund was a non-profit organization that assisted patients at Mt. Sinai Chicago in purchasing durable medical equipment for their Type 1 and Type 2 diabetes diagnosis. These benefits included insulin pumps and continuous glucose monitoring (CGM) sensors designed to improve day-to-day disease management and long-term health outcomes for economically disadvantaged patients.

#### *Responsibilities & Practice Areas:*

- Established and oversaw annual program budgets, ensuring alignment between available capital, fundraising capacity, and patient impact objectives
- Established and managed annual patient intake goals, defining program

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## Experience

scale and access in coordination with clinical partners at Mt. Sinai Chicago

- Established and tracked annual fundraising goals, ensuring sufficient capital was raised to sustain and expand access to critical medical devices for underserved patient populations
- Supported program design and expansion strategy for patient access to insulin pumps and CGM sensors, helping prioritize eligibility criteria and resource allocation decisions for highest-need populations
- Collaborated with clinical stakeholders at Mt. Sinai Chicago to align program operations with patient care pathways and ensure appropriate identification and onboarding of eligible patients
- Monitored program performance and utilization metrics to ensure funds were deployed effectively and consistently across approved patient cases
- Provided financial oversight and reporting to board stakeholders, ensuring transparency, accountability, and alignment between fundraising performance and patient impact delivery
- Contributed to long-term sustainability planning by evaluating funding requirements against projected patient demand and device cost structures

**Micro Focus / OpenText** / CHICAGO, IL (Hybrid - Full Time)

WW Head of Product Group Marketing, AMC (Application Modernization & Connectivity & IM&G (Information Management & Governance)

Dec 2022 - May 2023 - 6 Months - CHICAGO, IL

The AMC Product Group consisted of all enterprise software utilized on a customer's mainframe modernization journey, including our COBOL compiler, Visual COBOL, Changeman, CORBA, Enterprise Suite and AM2C (Cloud).

The IM&G Product Group, made up of over 30 products, consisted of all enterprise software utilized on a customer's data analysis stack and included Data Protector, Content Manager, IDOL and LEMA.

*My Achievements & Responsibilities:*

- Led global business strategy, market development, and commercialization initiatives for enterprise software portfolios spanning Application Modernization and Information Management & Governance.
- Partnered with product, engineering, sales, and executive leadership to identify market opportunities, define customer needs, and translate complex technology capabilities into scalable business offerings.
- Developed data-driven GTM strategies leveraging customer intelligence, analytics, segmentation, and predictive insights to drive adoption across enterprise accounts.
- Managed a global team of 23 professionals supporting product strategy, demand generation, partner ecosystems, and revenue growth initiatives.
- Supported nearly \$70M in pipeline creation through integrated campaigns, digital programs, account intelligence, and strategic field initiatives.
- Supported and owned new enterprise product launches, sales support and pipeline for product launches, including the launch of IDOL LEMA (Law Enforcement Media Analysis) in the United States and Canada
- Supported existing enterprise software products in the portfolios for sales and other stakeholders
- Established GTM plans with Amazon and other CSPs through our sales teams for enterprise cloud mainframe modernization customers and

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## Experience

worked with the CSP teams to launch field campaigns that supported deals between Micro Focus/OpenText and CSPs

- Worked within our MarTech stack including Salesforce, Tableau and other platforms to improve overall lead gen capabilities and communication to sales teams
- Architected our 3rd party partners and GTM campaigns with vendors including 6Sense, Intentsify, Anteriad, Kazzcade and others for unique campaigns in Mainframe Modernization and Data Analysis
- Measured, analyzed, and reported on awareness, pipeline and customer success activities to our CMO
- Evaluated marketing effectiveness/return on investment and make recommendations to senior leadership for market penetration and GTM strategies
- Fully integrated into and supported an international sales team across both AMC and IMG made up of approximately 300 sales staff, with my team supporting approximately 75% of those sellers including 7 Sales Vice Presidents that led those sellers across the various products

### North American Marketing Leader, AMC & IMG Product Group

March 2022 - Jan 2023 - 11 Months - CHICAGO, IL (Hybrid - Full Time)

#### *My Achievements & Responsibilities:*

- Lead the North American Marketing, Application Modernization & Connectivity (AMC), Information Management & Governance (IM&G) Field Marketing and GTM Team
- Lead a team of 10 (4 direct reports) made up of field and campaign marketing managers to customize and deliver integrated, multi-touch, end-customer, go-to-market campaigns, and customer programs within designated territories to achieve awareness, pipeline and revenue goals
- Built the go-to-market strategy and plan to achieve North American Marketing goals, for priority portfolios, within the Micro Focus AMC and IM&G product groups
- Measured, analyzed, and reported on North American AMC, IM&G and Alliance (CSPs) awareness and pipeline building activities
- Fully integrated into and supported the North America sales team across both AMC and IMG made up of approximately 180 sales staff, with my team supporting approximately 60% of those sellers including 4 vice presidents that led those sellers across the various products.

### Cypherglass / Co-Founder, CMO

JANUARY 2018 - JANUARY 2020, 2 Years UNITED STATES & SOUTHEAST ASIA

Cypherglass is a block producer and independent blockchain infrastructure company on the EOS network. Cypherglass designs, builds, and maintains infrastructure for the world's leading blockchains, like EOS and the DAPP Network.

- Defined the company's go-to-market strategy for a highly technical developer audience, translating complex blockchain infrastructure into compelling messaging that accelerated developer adoption and ecosystem growth.
- Built developer-focused marketing programs spanning product launches, technical content, community engagement, thought leadership, webinars, hackathons, and educational initiatives.
- Partnered closely with engineering to bring infrastructure products and developer tools to market, ensuring product positioning reflected real-world developer workflows and technical requirements.
- Identified emerging market opportunities and launched new infrastructure products and services, expanding Cypherglass beyond

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## Experience

validator operations into developer-focused software and ecosystem tooling.

- Successfully launched GLASS, an open transparency platform that enabled the EOS community to monitor governance activity, detect collusion, and increase trust across the network.
- Developed strategic partnerships with blockchain platforms, infrastructure providers, and technology companies, including Morpheus Labs, creating joint GTM programs and developer education initiatives throughout Southeast Asia.
- Grew Cypherglass's reputation as a trusted technical leader through community advocacy, conference speaking, content marketing, and active participation in the global blockchain developer ecosystem.
- Helped drive adoption across a rapidly evolving open-source environment by engaging developers, token holders, enterprise partners, and community leaders while navigating an emerging and highly competitive technology landscape.

### **Foodmix Marketing** / VP, Business Development

JANUARY 2017 - JANUARY 2018, 1 Year ELMHURST, IL

Foodmix Marketing Communications is a leading full-service marketing communications firm specializing in both business-to-business and business-to-consumer marketing communications.

#### *My Achievements & Responsibilities:*

- Established and executed an audit of the business and brand position of firm in the marketplace
- Developed and oversaw the brand marketing for the firm and established thought leadership
- Established a new business process and program including qualification methods for the firm
- Procured new business based on new programming and marketing efforts via on-site customer meetings. Primary target customers included food manufacturers and distributors.

### **Finch's Beer Company** / Founder, Chief Executive Officer (Acquired)

FEBRUARY 2009 - MARCH 2016, 8 Years CHICAGO IL (On Site- Full Time)

Finch Beer Co. brews craft beers locally in Chicago, Illinois. Finch uses the best ingredients and takes special care to make sure every batch is the best they can brew.

#### *My Achievements & Responsibilities:*

- Established Finch's as the 6th largest manufacturing brewery in Illinois by 2015 when measured in barrels produced
- Created and presented investor proposals and successfully raised over 2.5MM in equity over the 1st 3 years of operations. Investors included \$10,000 to \$500,000 commitments.
- Developed a semi-national distributor network made up of Independent, MillerCoors, and ABInBev distributors across 20 states
- Developed the entire supply chain plan and network to support the execution for distributing our products to our partners.
- Built brands through social media and field marketing which included input from staff who brewed, packaged and marketed all Finch products
- Managed retailer footprint through nearly 24 distribution partners across 21 states
- Leveraged technology to build a CRM and proprietary go to market system that the our two facilities operated on
- Built staff that included 20 full time employees and as many as 25 part

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## Experience

time employees ranging from manufacturing production, packaging, brewing, marketing and sales

- Successfully integrated a management team in 2015 to operate day-to-day activities and further growth through 2020 as well as implemented a Management Team Bylaws program for future guidance
- Successfully sold a material stake in the company to a strategic investor and existing shareholders to continue to propel growth. This transaction further secured the operational success of the company through 2020

### **The Killswitch Collective / Managing Director**

APRIL 2003 - FEBRUARY 2011, 8 Years CHICAGO IL

The Killswitch Collective is a full-service digital agency specializing in strategy, branding, custom software development, website design, content management systems, digital marketing, and customer experience solutions for enterprise clients across healthcare, technology, media, financial services, and consumer brands.

#### *My Achievements & Responsibilities:*

- Founded and grew the agency into a multi-million-dollar business, achieving profitability within two years while scaling to a team of 33 designers, developers, strategists, and project managers.
- Served as executive sponsor and strategic lead for enterprise clients, translating business objectives into integrated digital, web, content, and customer engagement strategies.
- Directed cross-functional teams across strategy, UX, creative, development, project management, and account services to deliver complex digital transformation and marketing initiatives.
- Led agency operations, including organizational design, hiring, financial management, project delivery, and long-term business strategy.
- Developed annual marketing, brand awareness, and business development plans that generated sustained agency growth and expanded enterprise client relationships.
- Negotiated and managed enterprise engagements ranging from \$50K to over \$1M, including websites, customer portals, digital campaigns, branding initiatives, content management platforms, and custom software solutions.
- Worked directly with technology, media, healthcare, government and Fortune 500 clients, developing digital experiences and strategic marketing initiatives that strengthened customer engagement and supported business objectives.
- Successfully exited the business through the sale of a material ownership stake in 2011 to pursue the launch of Finch's Beer Company.

#### *Key Clients:*

Viacom, including MTV Networks, VH1 Networks, BET Networks, LOGO Networks, Nike, NIKEiD, American Express, Abbott, Concur Technologies, ETSY, GenArt, Groupon, Jenner & Block, State Farm and many more.

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## Education

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### **The School of the Art Institute of Chicago / BA**

1998 - 2002, CHICAGO

Internationally esteemed as a school of art and design, the School of the Art Institute of Chicago (SAIC) offers a comprehensive college education centered in both visual and communication arts.

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## Memberships & Community

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### **Speaker, Chicago Business Consortium**

2009 - 2019, CHICAGO, IL

### **Volunteer, Long Grove Residents Group**

2016-2021, LONG GROVE, IL

### **Volunteer, Feed My Starving Children**

2019-2024, LONG GROVE, IL

### **Board Member, Greater Chicago Diabetes Fund, NFP**

2021 - 2023, CHICAGO, IL

### **Volunteer, Food Bank of Central & Eastern North Carolina**

2024- Present, WILMINGTON CAMPUS, WILMINGTON, NC