

MAX ROEBUCK

CV | GLOBAL B2B GTM PROGRAMS & GLOBAL CAMPAIGNS LEADER | DEMAND GENERATION, PIPELINE & MEASUREMENT | LONDON, UK | max.roebuck@icloud.com, +44(0)7936902463 |

MY DIGITAL APPLICATION | www.myapplication.moonspark.ai

EXECUTIVE PROFILE

Go-to-market programs leader with enterprise scale and founder experience, currently building and running Visa's centralised Global B2B Campaigns capability from scratch across Europe, CEMEA, Asia Pacific, Latin America and North America. Turns strategic GTM priorities into structured, measurable programs: consolidated demand generation plans, campaign and lead-scoring frameworks, measurement and marketing ROI reporting, and repeatable operating plays executed with regional marketing, sales and partner teams. Combines quantitative pipeline analysis with hands-on execution, leads cross-functional work across matrixed organisations, and has embedded AI – including Claude – into day-to-day GTM planning, analysis and reporting.

CORE CAPABILITIES

GTM program design, launch and measurement · Global campaign operations (global vs. regional vs. in-market execution) · Demand generation and pipeline targets with field sales · Pipeline and marketing ROI reporting (Salesforce, Microsoft Dynamics, Tableau, Demandbase, Wrike) · Lead scoring, ABM and buying-group targeting · GDPR, ePrivacy, PECR and national consent rules · AI-enabled GTM workflows (Claude, agent-enabled operations) · Operating models and repeatable playbooks · Building functions and teams from scratch · Senior leadership communication

CAREER EXPERIENCE

Visa | Oct 2019 – Present

Senior Director, Global B2B Centre of Excellence – Global Campaigns & GTM Programs | Nov 2023 – Present

- **Global campaigns:** Built Visa's centralised Global B2B Campaigns capability from scratch, unifying planning, execution and measurement of campaigns exceeding \$1m in spend across Europe, CEMEA, Asia Pacific, Latin America and North America. Set the operating model between global, regional and in-market teams, working with regional marketing and partner organisations under GDPR, ePrivacy, PECR and national consent requirements. Reduced planning-to-launch time from six months to 10 weeks.
- **Demand generation & pipeline:** Lead global B2B demand generation, buyer research, pipeline targets and sales enablement, alongside brand and content strategy across campaigns, sales and web; created operating models and refined campaign brief frameworks that reduced go-to-market timelines from six months to 10 weeks, cut agency production costs by 45% with AI in the loop (circa \$12m in production savings) and increased SQLs by 15%, contributing to portfolio growth from \$1.8bn to \$2.3bn in 2025.
- **Measurement & reporting:** Established measurement and reporting across GTM, campaigns, demand and content using Salesforce, Microsoft Dynamics, Tableau, Demandbase and Wrike, giving leadership transparency on pipeline contribution, revenue performance and marketing ROI (MROI) and informing program optimisation.
- **AI-enabled GTM:** Represent B2B Sales & Marketing on Visa's only AI Tiger Team (19 people, cross-business) and act as AI champion within the B2B Centre of Excellence; developed AI content governance, delivered AI-driven brand and content platforms, and built a team hub that agentically synthesises data to draft plans and execute actions: 62 days of operational efficiency to date, circa \$438k in OPEX savings. Hands-on user of Claude for campaign-performance analysis, lead scoring and reporting.
- **Lead scoring & ABM:** Built campaign and lead-scoring frameworks on engagement signals across channels, BANT qualification, buying-group coverage and customer-profile fit, moving engagement through MQL, SQL and opportunity so sales receives qualified opportunities; TAM/SAM/SOM sizing and competitive insight direct targeting, with Demandbase and Microsoft Dynamics for ABM.
- **New-product GTM:** Supported GTM strategy definition and market launch for Visa stablecoin and agentic-commerce offerings.
- **Team leadership:** Manage up to five direct reports at Visa; previously led teams of up to 30 at Rambus, including a 10-person software design team in Berlin, and grew a hybrid team of 25 at Crowder.

Senior Director, Payment Experiences, Global Product Marketing | Apr 2020 – Mar 2024

- Led GTM for Visa Payment Experiences and Open Banking, shaping buyer-led propositions across Tap to Pay, Click to Pay, mobility and Open Banking.
- Led the post-acquisition marketing integration of Tink across Sweden and London, consolidating offices and headcount; defined the go-to-market proposition for expansion into North America, adapting the program to different laws and market dynamics.
- Led Visa's tokenisation product marketing team, helping drive network tokenisation volume from 1bn to 5bn transactions over two years.

Head of Token ID Marketing, G&A & Integration Office | Token ID / Visa | Oct 2019 – Apr 2020

- Led acquired-entity marketing, general administration and integration coordination across finance, HR, legal, IT operations and compliance (Token ID was 'Rambus Payments' rebranded under Visa).

Rambus, Payments Division | Apr 2016 – Oct 2019

Head of GTM & Product Marketing

- Led payments technology GTM, buyer positioning and new-product introduction (NPI); established an incubator that improved marketing ROI and product-prioritisation efficiency by approximately 30%.
- Member of the management team preparing the approximately \$90m carve-out and sale of Rambus Payments to Visa (Oct 2019); led buyer insights and sourcing, performance reporting and investment materials in collaboration with Lazard.

Crowder | Jun 2012 – May 2016

Founder & CEO

- Built an IoT-enabled retail martech analytics platform from scratch, owning company strategy, product, GTM, partnerships, fundraising and team leadership. Raised \$3m in venture capital, grew a hybrid team to 25 and sold core IP to Rambus in 2016.

EDUCATION & ADVISORY

- University of Manchester - BSc (Hons), Management & Marketing
- University of Oxford - CPD, Real Estate Investment & Strategy
- Forrester Certification - Accelerating B2B Marketing
- Forrester Certification - Innovating Customer Experience
- Startup Mentor - Techstars, Sustainable Oceans Alliance, Ai16