

Sophie Vu

Fractional Head of Marketing and Founding Marketer, AI Startups

San Francisco, CA, United States | [LinkedIn](#)

Three-time CMO and fractional marketing leader for B2B SaaS and AI companies with 15+ years of experience. Builds go-to-market engines, rebrands products for growth, creates categories, and takes companies from first marketing hire to global team scale.

EXPERIENCE

Mentor and GTM Advisor

Vietnam AI Stars

Apr 2026 — Aug 2026

San Francisco Bay Area

Fractional Head of Marketing and Founding Marketer, AI Startups

Independent Practice

Mar 2026 — Present

San Francisco Bay Area

Fractional marketing executive and founding marketer for early-stage AI and technology companies, owning positioning, category narrative, and first revenue-generating GTM programs. Serves as fractional Head of Consumer Growth Marketing for MemoryBox, an AI memory and personal context platform, covering product positioning, website and landing-page messaging, waitlist and acquisition, and launch campaigns. Led marketing for Multitude Insights, a public safety technology company, through its Series A and scale-up phase, supporting AI-powered intelligence launches and enterprise positioning for law enforcement agencies. Established GTM strategy for ParcelRights, an AI-powered property data platform, including positioning, ideal customer profile, founder-led sales enablement, and early customer acquisition.

Vice President Marketing

Dovetail

Feb 2025 — Jan 2026

San Francisco, California, United States

Recruited to lead global marketing and the rebrand of Dovetail from a SaaS research repository to an AI-native customer intelligence platform for enterprise and mid-market. Led the end-to-end repositioning and integrated launch across brand, website, product marketing, and customer communications. Owned the pipeline generation engine supporting six-figure (\$100K+) enterprise deal cycles, working with sales on campaigns, messaging, and qualification. Built the customer marketing and community motion, including the company's first Customer Advisory Board and a flagship industry event with nearly 1,000 attendees.

Cohort 12 Founder & GTM Advisor

Inception Studio

Jul 2024 — Present

San Francisco Bay Area

Inception Studio is a non-profit AI accelerator built for the most experienced world-class entrepreneurs and builders at the earliest stages of starting their next AI company.

GTM Advisor

Matchwise AI

May 2024 — May 2025

San Francisco, California, United States

Member & GTM Advisor

AI Link

Mar 2024 — Present

San Francisco, California, United States

AI Link is a private, invitation-only community for entrepreneurs and technologists working to build great AI companies together.

Co-Founder & Chief Growth Officer

Randevu, PBC.

Jan 2023 — Mar 2024

San Francisco, California, United States

Founded Randevu, an AI-powered B2B SaaS platform for personalized networking and AI community engagement.

Graduated from the Blue Startups program with a pipeline of 100+ organizations, 8 pilots, and angel funding.

Chief Marketing Officer and GM of USA

Unbabel, Inc.

Apr 2020 — Jan 2023

San Francisco Bay Area

Built U.S. operations and created the Language Operations category, which Gartner recognized. Introduced ABM and inbound programs, grew marketing contribution from 0 to 55%, built revenue operations, and managed a global team.

Chief Marketing Officer and GM of West Coast Operations

Vibes, Inc.

Feb 2017 — Apr 2020

San Francisco, California

Shifted the company toward a SaaS model and refreshed the brand and website. Created the product marketing function and grew pipeline contribution from 5% to 50% in 10 months. Grew revenue from \$25M to \$60M.

Vice President, Marketing

Sparkcentral by Hootsuite

Jun 2014 — Jan 2017

San Francisco Bay Area

Vice President of Global Marketing & Communications

Kony, Inc.

Jul 2009 — Jun 2014

San Mateo, CA

Oversees and manages Global Marketing Strategy, Communications and Operations

- Lead Generation & Business Development
- Field & Events Marketing
- Corporate Communications

- Web and creative services
 - Brand
 - PR and AR
 - Social Media
 - MarCom and product marketing
 - Sales Opps and enablement
- Acquired by Tenemos.

Sr. Global Marketing Manager

Jan 2008 — May 2009

Dexterra

Acquired by Antenna Software.

Manager, Public Relations

Jan 2007 — Dec 2007

Vontu, Inc., now a part of Symantec

Acquired by Symantec.

EDUCATION

UCLA Anderson School of Management

MBA in Marketing and Strategic Management

San Francisco State University, Lam Family College of Business

B.S. in Marketing and International Business

Lowell High School

PROJECTS

Early Access to Randevu

I'm excited to announce that we've launched our Early Access for Randevu (<https://igg.me/at/randevu>), a mindful way to use technology to create a future where everyone feels they belong. Randevu removes the high friction often introduced by technology that keeps us "too busy" or too distracted to meet in real life. Our mission is to create cultures of belonging using software that makes it easy for individuals, groups, community builders, and businesses to bring people together in meaningful ways.

SKILLS

Presentation Skills · Go-to-Market Strategy · Direct Sales · Strategic Communications · Start-up Ventures · New Product Release · Venture Capital · Google Ads · Annual Planning · Start-up Leadership · Strategic Marketing Management · Product Development · Machine Learning · Product Service · Business Process Improvement · Edtech · Budget Management · Retention Strategies · Resource Management · Creative Strategy · Marketing Qualified Lead (MQL) · Analytical Skills · Earned Media · Customer Insight · Business Insights · On Deadline · Marketing Leadership · Brand Awareness · Regulatory Standards · Coaching · Driving Results · Business Relationship Management · Metrics Driven · Critical Thinking · Data-driven Decision Making · Customer Acquisition · Compensation · Atlassian Suite · Content Creation · Negotiation · Market Planning · Business Strategy · Business-to-Business (B2B) · Building Connections · Mindfulness · Corporate Social Responsibility · Community Engagement · Community Building · Demand generation · ABM · Pipeline generation · Revenue operations · Marketing planning · Product marketing · Positioning · Messaging · Category creation · Sales enablement · Launches · Content marketing · Social media · Customer advocacy · General management · Team building · Cross-functional leadership · AI adoption · Change management