

Michael B.

Chief Marketing Officer

Tampa, FL, United States | [LinkedIn](#) | [Website](#) | [Breaking into AI](#)

Revenue leader and AI-native builder who sells, partners, and ships. Closed KnowBe4's largest contract (\$500K+ ARR) and rebuilt MoneyShow's B2B sponsor GTM to \$3M+ revenue in 7 months.

EXPERIENCE

Chief Marketing Officer

May 2026 — Present

MoneyShow

CMO owning pipeline end to end for 16 annual investor conferences. Lead a team of 8, reporting directly to the CEO, across paid media, lifecycle marketing, and attribution. Deploy AI across the org: agentic workflows and Claude Code in daily marketing operations.

Head of Marketing and Data

Feb 2026 — Apr 2026

MoneyShow

Sarasota, FL (Remote)

Rebuilt MoneyShow's B2B sponsor go-to-market and sales systems from the ground up, driving \$3M+ in sponsor revenue in 7 months through multi-channel cold outbound and pipeline visibility systems.

Marketing Director

Jun 2025 — Feb 2026

Scale IR / GenRevv

Remote

Led marketing strategy and execution for an investor-relations marketing platform serving GPs raising capital. Developed GTM plans, content frameworks, and demand generation programs. Produced capital-raising content and fundraising benchmarks distributed across the firm's channels. Held as a dual engagement alongside GenRevv (revenue growth consulting).

Marketing Director

Jun 2025 — Feb 2026

GenRevv

Led marketing strategy and execution for a revenue growth consultancy. Developed GTM plans, content frameworks, and demand generation programs for B2B clients. Built outbound infrastructure and campaign assets to drive pipeline. Held as a dual engagement alongside Scale IR (investor-relations marketing).

Director of Marketing And Business Development

Nov 2024 — Jun 2025

InvestNext

Tampa, FL

Drove new business and expanded client partnerships for an investment SaaS platform (fund managers: investor relations, fundraising, reporting). Ran multi-channel outbound (cold calls, email, LinkedIn) generating ARR pipeline. Fastest ramp in company history — set record pipeline benchmarks; top-performing BDR.

Growth Marketing Manager

May 2024 — Jan 2025

PRIME VACATIONS

Greater Tampa Bay Area

Led growth and property acquisition for a luxury short-term rental portfolio in Greater Tampa Bay. Drove 25%+ revenue growth; built owner partnerships and negotiated revenue-sharing agreements; secured the company's largest exclusive condo association partnership to date.

Director of Partnerships

Mar 2021 — Mar 2024

Corporate Visions

Remote

Built and scaled the partnerships program for enterprise SaaS sales enablement: hit 150% of target and grew partner-sourced revenue 30% through co-sell execution, joint marketing programs, and partner sales enablement. Owned partner acquisition, retention, and high-value contract negotiations.

Enterprise - Account Executive

Oct 2019 — Mar 2021

KnowBe4

Tampa, FL

Closed multi-year contracts with Fortune 500 companies through consultative, C-level engagements. Promoted from SMB after closing the largest multi-year contract in company history — \$500K+ ARR. Managed complex enterprise deals and strategic accounts.

SMB - Account Executive

Mar 2018 — Sep 2019

KnowBe4

Greater Tampa Bay Area

Surpassed SMB quota 14 out of 16 months, averaging 160% to target. Built strong foundations in full-cycle sales before promotion to Enterprise within 18 months.

Manager, Business Development- EMEA - Mid Market

Feb 2017 — Mar 2018

Mavenlink

Greater Tampa Bay Area

Led the EMEA mid-market BDR team; built the outbound engine from scratch (multi-channel sequences, lead-to-opportunity conversion +15%). Set the company record at 4x the first-month sales target.

Marketing Logistics/ Operations Manager

Feb 2013 — Feb 2017

Mercedes Scientific

Sarasota, Florida Area

Managed national accounts generating \$2M+ in annual revenue; ranked among top performers in call volume and new-account acquisition; exceeded new customer acquisition goals by 150%.

EDUCATION

Florida Gulf Coast University

Sep 2010 — May 2014

Bachelor of Science (B.S.) in Business Administration

Activities and societies: Sigma Chi Fraternity

The Out-of-Door Academy

PROJECTS

AI-native booking and business management SaaS for wellness studios, Slynq

AI-native booking and business management SaaS for wellness studios. Built the complete stack in Next.js, TypeScript, Supabase, Prisma, Stripe, and Twilio. Integrated payment processing and SMS messaging for studio management workflows.

Self-hosted agent setup for agentic automations, Hermes

Self-hosted agent with agentic automations including a daily executive briefing workflow built with Claude Code and MCP. Designed to automate custom business processes and information delivery.

Daily AI newsletter for developers entering the field, Breaking into AI

Daily AI newsletter with paid subscription tiers launched. Publishes technical explainers for developers entering the AI field. Available at breakinginaai.substack.com.

Personal website and portfolio, michaelberger.dev

Personal site designed and built in Next.js. Showcases projects, writing, and technical work.

SKILLS

Demand Generation · Go-to-Market Strategy · B2B Marketing · SaaS Sales · CRE Technology · Investor Relations · Public Speaking · Social Media · Leadership · Management · Strategic Planning · Claude Code · Claude MCP · Cursor · ChatGPT · Gamma · Canva AI · Hermes Agent · Next.js · TypeScript · Supabase · Prisma · Stripe · Twilio · Vitest · GitHub · Docker · Clay · Apollo.io · Pipedrive · Salesforce · HubSpot · SalesLoft · Outreach · LinkedIn Sales Navigator · ZoomInfo · GA4 · Windsor.ai · Tableau · Gong · Fireflies · Granola · Full-cycle SaaS sales · Quota attainment · Consultative selling · C-level selling · Outbound pipeline generation · Multi-year contract negotiation · Partner program strategy · Co-sell execution · Joint GTM · Co-marketing · Partner enablement · Lifecycle marketing · Marketing automation · B2B cold outbound · Content strategy · Agentic workflow design · Business Development · Sales · Marketing