

MORGAN TANGEN

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SUMMARY

Dynamic marketing leader with 14 years of hands-on experience driving digital strategy, field marketing, and demand generation within Enterprise and Small Business sectors. Expertise in aligning cross-functional sales and marketing initiatives to maximize pipeline velocity and deliver high-impact, ROI-focused campaigns. Recognized for fostering collaborative partnerships, leveraging analytics for strategic decision-making, and spearheading customer engagement programs that fast-track go-to-market execution and business growth. Renowned for being exceptionally organized, consistently timely, and reliably on top of every detail—ensuring flawless execution and measurable results across all initiatives.

SKILLS

Professional Strengths

- Automation & AI Transformation
- Integrated B2B Marketing Campaigns
- Strategic Planning & Execution
- Cross-Functional Relationship Building
- Data Analytics & ROI Optimization
- Demand Generation & Pipeline Growth
- Content Strategy & Market Insights Storytelling

Technical Disciplines

- Tableau
- Marketo
- Salesforce
- Advanced Excel
- Adobe Illustrator
- Wrike
- PowerPoint
- DemandBase One (ABM / ABX)

WORK EXPERIENCE

SAP Concur

NASDAQ: SAP

- Ignited demand generation and pipeline acceleration across the Enterprise Americas segment by orchestrating strategic, data-driven marketing initiatives that fueled revenue growth and expanded market share.
- Consistently surpassed performance targets for 14 consecutive quarters, achieving 107% pipeline attainment and 93% revenue realization, with marketing driving 65-70% of total enterprise sales.
- Engineered and launched integrated, multi-channel campaigns aligned with regional and corporate objectives, activating digital, event, and content tactics to generate high-quality demand and boost brand visibility.
- Revitalized direct mail as a powerful growth lever, driving a 245% year-over-year surge in sales team adoption (2024-2025) and propelling enterprise deal progression.
- Produced the company's most successful Enterprise Commercial webinar to date, achieving 38% higher registrations and 36% higher attendance than any prior event, setting a new industry standard for digital engagement.
- Forged strong cross-functional partnerships with Sales, Product Marketing, and other teams to synchronize go-to-market strategies, streamline execution, and accelerate ROI.
- Applied advanced analytics to sharpen audience segmentation, enhance messaging effectiveness, and optimize budget allocation for superior ROI and pipeline impact.
- Established and scaled demand generation programs regionally, instituting best practices that consistently deliver measurable, repeatable growth in priority segments.

SAP Concur

NASDAQ: SAP

Senior Manager, Enterprise Field Marketing

March 2022 - Present

- Directed marketing strategy and lifecycle programs for the U.S. Small Business segment, supporting over 25,000 customer accounts and driving \$500M in managed revenue and significant annual cross-sell growth.
- Contributed to a high-performing team of eight, consistently exceeding pipeline, revenue, and Marketing Qualified Lead goals through integrated marketing and event campaigns.
- Launched data-driven growth initiatives—such as targeted in-person events, direct mail campaigns, and predictive cross-sell campaigns—reaching 15,000+ accounts and delivering 30% year-over-year expansion.
- Managed a \$1.3M marketing budget and agency partnerships to execute impactful programs, including webinars, user groups, and customer advisory boards, boosting engagement and advocacy.
- Partnered with Sales, Customer Success, Product Marketing, and Corporate Events teams to align go-to-market strategies and generate over \$25M in annual pipeline contribution.

Senior Manager, SMB Field Marketing

March 2018 - March 2022

MORGAN TANGEN

EXPERIENCE (CONTINUED)

Yesler (Acquired by Accenture Song)

NASDAQ: ACN

Senior Program Manager, Marketing Operations

March 2015 - February 2018

- Led digital marketing operations for Microsoft's Enterprise Partner Group and Windows marketing teams, managing campaign execution and field enablement across 40+ global subsidiaries in 16 languages.
- Oversaw campaign rollout and localization for major corporate initiatives—including the global Windows 10 launch, SEO optimization, accessibility, and site redesigns—ensuring consistency across all regions.
- Served as the liaison between corporate and field teams, translating strategic direction into actionable marketing plans, technical requirements, and communications that drove adoption and execution.
- Developed and managed operational frameworks including technical trackers, work-back schedules, and reporting dashboards to improve project visibility and delivery efficiency.
- Supported 32 worldwide enterprise websites and Global Engagement Program landing pages in 14 markets, optimizing campaign automation, customer experience, and digital performance.

Mercer Consulting | Marsh & McLennan Companies

NASDAQ: MMC

Operations Manager

March 2011 - March 2015

- Created and scaled a General Agency for Washington Small Group Market within Mercer to serve small business healthcare clients, driving growth through brand development, CRM-based engagement, and retention marketing programs.
- Designed and executed digital and email campaigns to educate and retain clients, increasing audience engagement and visibility by 40% while strengthening customer loyalty.
- Developed and streamlined operational processes to improve efficiency and scalability across a team of ten, reducing average project turnaround time by 30 days.
- Managed multiple client-facing websites and vendor relationships, overseeing content publishing, quality assurance, and implementation of online quoting and eligibility tools for 1,500+ producers and 2,500 members.
- Served as a subject-matter expert on healthcare reform, collaborating with insurance carriers, third-party administrators, and legal teams to ensure compliance and optimize business performance.
- Led cross-functional project management efforts, including contract development, vendor coordination, and technical system integrations
- Delivered seamless client experiences and maintained regulatory accuracy across all marketing and operational initiatives.

EDUCATION

Saint Mary's College of California

Business and Marketing | Women's Studies

2001-2002

Western Washington University

Business and Marketing

2002 - 2006

REFERENCES

Mandy Patterson-Milam

American Express, Marketing Director
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