



MASTERCLASS  
EVENT

# Event Marketers Path to *Leadership*

Senior Marketing Leaders Share the  
Stories Behind The Resumes



Goldcast

Making it to the top of any profession is the ultimate workplace achievement. But when it comes to the multifaceted world of marketing, forging that career path can be tricky.

At Goldcast, we're all about celebrating the fearless marketers who — through blood, sweat, and perhaps even tears — have climbed their way to the top. And we want to see even more talented event marketers find success.

We decided it was time to check in with our community of marketing leaders to get the real stories behind the resumes and find out exactly how they worked their way to their current titles as vice presidents and chief marketing officers.

Through our interviews, we identified four common areas event marketers can tap into to set themselves on a proven path to a rewarding career.

- Growth & Demand Generation
- Integrated Marketing & Campaigns
- Brand Marketing & Communications
- Event Marketing (yes, there is a path to the top via events!)

But as our friend Andrew Greenwood from ZS is quick to point out, "There are all sorts of different paths you can take to VP." Whether it's leveraging your demand gen skills or tapping into the power of brand optimization, our experts will help you pave your own yellow brick road to a rewarding marketing career.

**"As an Event Marketing Leader myself, I know just how important building a diverse skill set is to paving a path to the top.**

**Event Marketing is so much more than just planning events. Instead, modern event marketers are tasked with complex campaign management, driving pipeline, and hitting aggressive revenue targets.**

**Our goal with this guide is to help hungry event marketers understand that there are multiple ways they can grow in their careers and identify the skills they'll need to get there.**



**Belinda Joseph**

Head of Events

» Goldcast

# Here's What We'll Cover:

## Meet Our Experts

Amy Barone  
Andrew Greenwood  
Carol Hague  
Sydney Sloan

## Path to Leadership: Growth & Demand Generation

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3 C-suite skills for demand gen pros  
The benefits of demand generation  
Common titles  
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3 C-suite skills for integrated marketing and campaigns pros  
The benefits of integrated marketing and campaigns  
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# Meet Our Experts

## Amy Barone

VP of Marketing at SeekOut

With over 20 years experience in the marketing industry, it's easy to see how Amy Barone has become a household name in the B2B SaaS and event sectors. In that time, she really has done it all — from concert production to 20K+ in-person events. Reflecting back on her varied career, this Marketing VP sees it as one seriously fortuitous accident

“Getting into events happened more by accident. I started my career in the music industry and then I just fell into event production. From there, I became the first marketing hire at Tableau, where I did a lot of everything — from all of our demand gen programs to eventually building out our events program.”



# Andrew Greenwood

Chief Marketing & Communications  
Officer at ZS

With a mechanical engineering degree and over five years experience in the US Navy, Andrew Greenwood’s 20 years in marketing is proof that no career path has to follow the status quo. From tech startups to multinational Fortune 100s, Andrew has lived and breathed B2B marketing and communications at a global level. And it all started with sales.

“As a consultant, you're in a sales role. So when I was recruited to be a field marketer, I didn't understand what marketing was all about. But I knew that I understood technology, I liked software, and I knew how to work in a client-facing role. I learned pretty quickly how to add value and that field marketing was a sales led environment — that's how I started my B2B marketing journey.”



1991

Lieutenant  
Navy

1997

Business Process  
Consultant  
Accenture

2002

Field Marketing  
Manager to Director of  
Global Marketing  
CA Technologies

2010

Head of Marketing  
& Communications  
Tata Consultancy  
Services

2013

VP Global Market  
Engagement &  
Demand Gen  
GENPACT

2015

Head of Global Portfolio  
Marketing &  
Communications  
DXC Technology

2015

Sr. Director, Global  
Marketing & Communications  
Hewlett Packard  
Enterprise

2019

Chief Marketing &  
Communications  
Officer  
ZS



# Carol Hague

Vice President, Global Demand Generation at Talend

If you're looking for a true events evangelist, look no further than Carol Hague and her nearly three decades of experience. Events have been at the epicenter of Carol's career from the very beginning. Now, 30 years later, they have become just one of the many channels Carol owns as VP of Global Demand Generation. And according to Carol, her leadership role relies heavily on her carefully curated generalist knowledge of the key marketing components.

"I'm what I would call a generalist — I've put all of the pieces together and learned a little bit about each one, so that I could be a great event marketer and, over time, transition into this broader role."

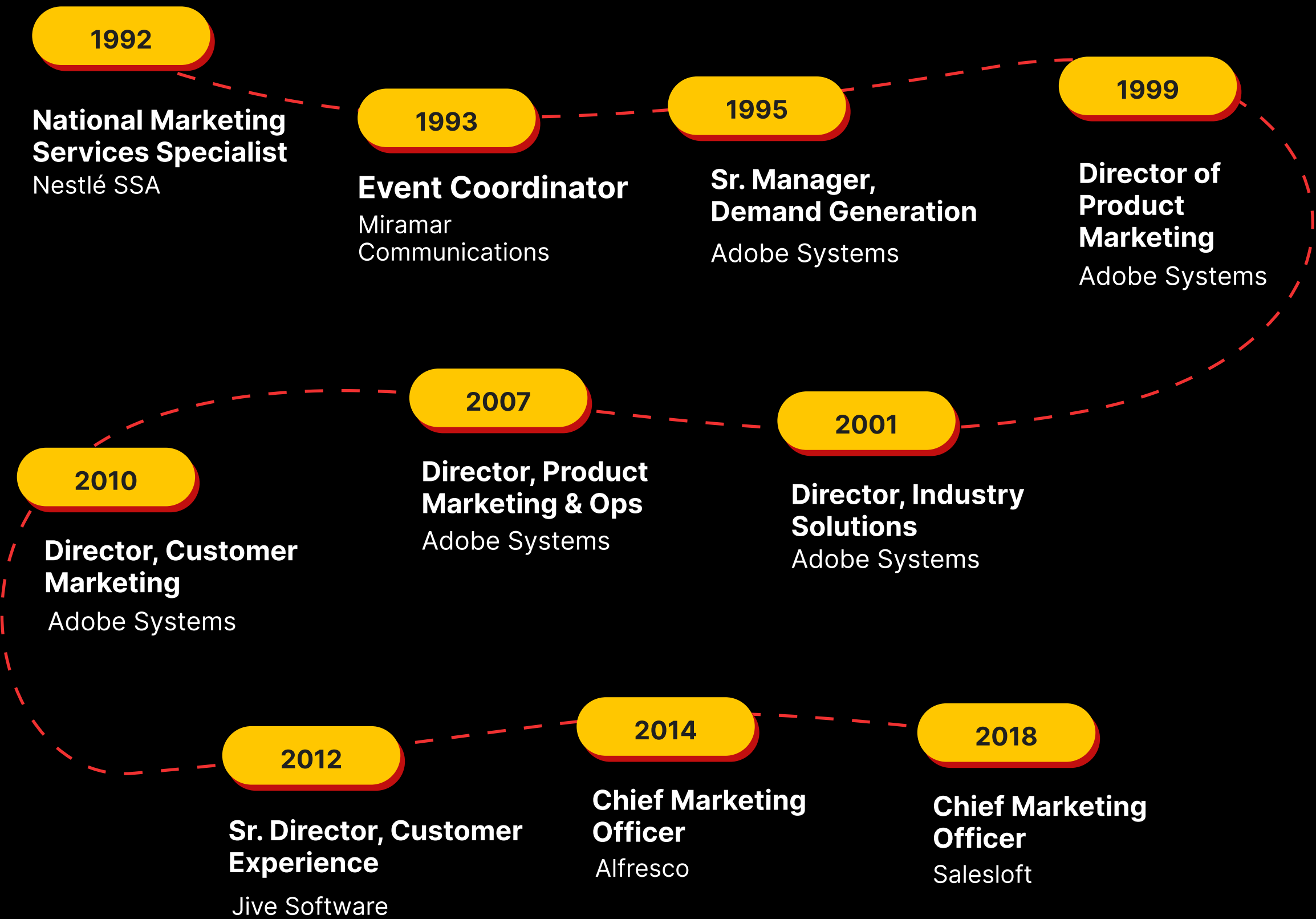


# Sydney Sloan

Former CMO at Salesloft

Sydney Sloan is a 30 year veteran in the world of marketing. With an impressive list of billion-dollar companies lining her CV and a genuine passion guiding her, it's no wonder Sydney is considered a world leader among her peers. From her first internship with Nestlé, right through her latest CMO role with Salesloft, events have remained a constant throughout Sydney's career. Looking back, this transformative growth leader really can say she's seen it all.

“My journey started a long time ago. I first learned about events while working on campus, putting together alumni donor events. But I really got into events as an intern, working for Nestlé foods. So I was in it from the beginning 150%, and from there my career took a left turn, which has just really worked out for me.”

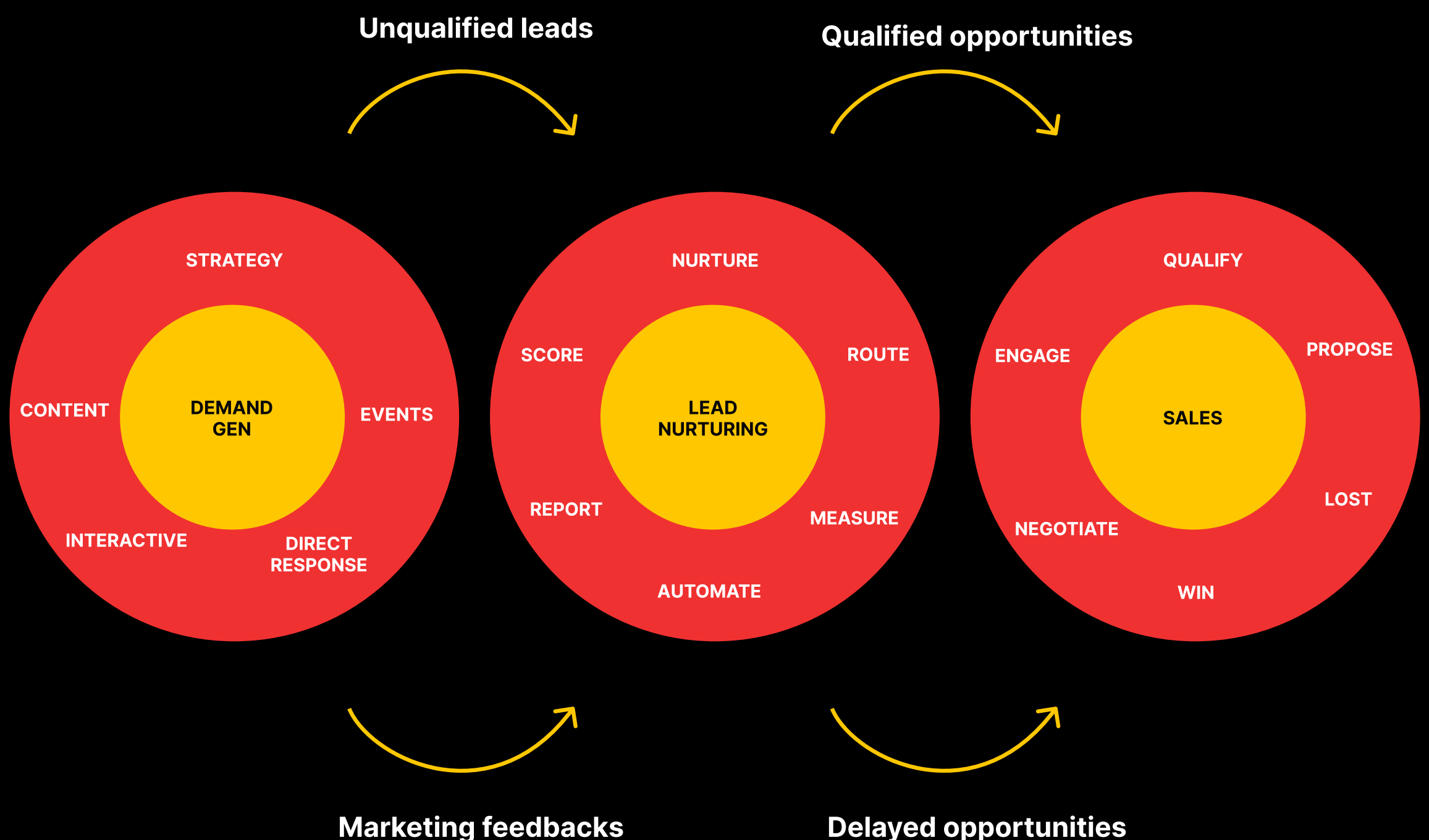


# Path to Leadership: *Growth & Demand Generation*

## What is growth and demand generation?

The growth and demand generation function is the arm of a business that drives potential sales opportunities for your product or brand. Its purpose is to contribute to a steady pipeline of leads through audience expansion, brand awareness and product interest.

But the work of demand generation doesn't stop at the point of creating that initial demand, that's only part of the picture. Demand gen teams also focus on amplifying awareness and supporting the rest of the team in building a healthy revenue pipeline.





# 3 C-suite skills for demand gen pros

We asked our CMOs for the most in-demand skills for growth and demand gen roles.

Here's what they had to say. 📌

1

## Know your customer

For Amy, demand generation was one of many areas she managed during her time at Tableau. And to excel within demand generation, Amy believes it's all about "understanding which levers are driving impact...and how to maximize on that opportunity, that dedicated time you have with somebody."

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2

## Know your objectives

Within Andrew's team, demand gen professionals have to be skilled strategists, especially when it comes to events. "There can be a demand center path to a career, but the conversation has to change to 'what's the objective, who's the audience, who's the target audience and what do you want prospects to feel?'"

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3

## Know your data (and how to piece it all together) 🧩

Throughout her career, Carol has learned the ropes of event planning, campaigns, sales and field marketing. So when the time came to move up the ladder, she simply "took all those pieces and put them together to run a demand gen organization. And for demand gen, Marketing Operations is important — understanding the process and the metrics: How are you tracking? What does it look like? What does that mean? That way we can then prove why we should continue investing in events."

## The benefits of demand generation:

- Generates a cohesive user journey
- Develops a need for your product
- Elevates your brand to trusted thought-leader status
- Positions your solution as No. 1 when prospects are ready to purchase
- Unites sales and marketing teams

## Common titles:

- VP of Global Demand Generation
- Head of Growth
- Director of Demand Generation
- Growth Marketing Manager
- Field Marketing Manager

## Other skills required:

- Creativity and innovation
- Revenue mindset
- Strategy, planning, and execution
- Omnichannel marketing experience
- Ability to delegate effectively
- Enjoys working with people



Amy Barone,  
VP of Marketing



“Everyone comes to  
marketing leadership  
from different paths.”

# Path to Leadership: *Integrated Marketing & Campaigns*

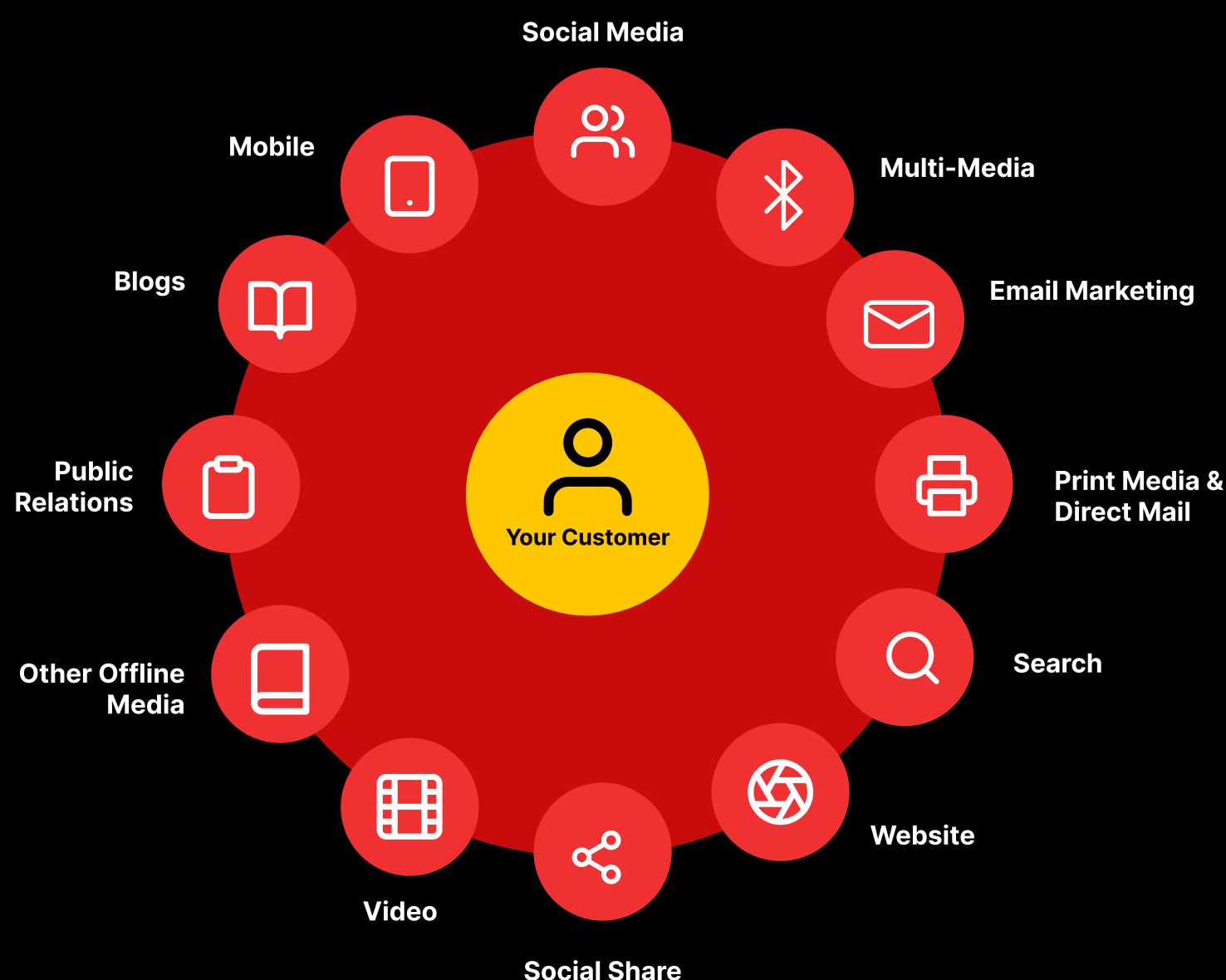
## What's involved in an integrated marketing role?

Similar to demand gen, integrated marketing teams are tasked with streamlining brand messaging across channels. However, there are some key differences between these two career paths.

Demand gen teams are singularly focused on driving new and recurring sales opportunities, tracking traffic, signups, qualified leads, cost per acquisition, pipeline velocity and more.

Integrated marketing teams work more holistically — they care about all campaign touchpoints and audiences. For these professionals, success comes not only in the form of sales, but also inbound performance, referral traffic, social media interaction and more.

Covering everything from digital to direct mail, integrated marketers are all about influencing audiences through a variety of channels.



# 3 C-suite skills for integrated marketing pros

We asked our marketing leaders for some insider insight into how to win in an integrated marketing and campaigns-focused role. These are the standout skills they shared.

1

## Global-minded

When Andrew was introduced to his new CMO at IBM, world-class marketer Don Friedman, it was his first experience with integrated marketing. In that role, Andrew learned how to take his regional field marketing experience and climb to new global heights. He created campaigns and programs that were 80% complete, leaving regional field marketers to customize the remaining 20% to their local needs. “I was working with product marketing, management, internal and external agencies, analyst relations, thought leadership, and pulling it all together into an integrated campaign.”

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2

## Consistent

Carol's time in campaigns has made her an expert in integrated marketing. The way she sees it, keeping her eyes fixed on consistency was fundamental to her success in those roles: “Integrated marketers take all of the different pieces, put them together and make sure there's a consistent theme and message. Events are a part of that, making sure they take the same messaging and framework to have a consistent conversation with the end customer.”

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3

## Creative

Managing so many channels and producing content for each can easily become overwhelming. And that's where Sydney says effectively leveraging content is a crucial skill for a career in campaigns: “You have to see things seven times, in seven ways to remember it and so many times the teams don't carry through all that work. At Adobe, their head of content strategy would create personas and transcribe all of their event content to create white papers and follow-up material. They repurposed content to fuel their digital marketing machine for the next six to eight months.”

## The benefits of integrated marketing:

- Builds greater trust through consistent messaging
- Guarantees marketing alignment
- Is more impactful than single-channel marketing
- Reaches a broader audience
- Increases opportunities for visibility
- Amplifies ROI through repurposed content

## Common titles:

- Head of Global Campaigns
- Senior Campaign Manager
- Channel Marketing Manager
- Performance Marketing Manager
- Engagement Marketing Manager

## Other skills required:

- Multifaceted marketing experience
- Thinks both strategically and creatively
- Works well in a team
- Proactively draw inferences
- Enjoy organizing



Amy Barone,  
VP of Marketing



“When we think about the rise of more integrated campaign approaches, events become such an amazing anchor for them.”



# Path to Leadership: *Brand Marketing & Communications*

## What is brand marketing?

Brand marketing goes beyond simply promoting your product and focuses instead on elevating your brand's image as a whole. Brand marketers are responsible for telling your brand's story, building connections with your audience, increasing awareness, and enhancing brand recall.

In essence, brand marketers set the tone for all future brand interactions. They're the people who make your brand valuable, cultivate your messaging, and help establish key customer relationships. Brand marketing is about capturing the hearts and minds of the public, and developing a long-term, consistent strategy to keep them loyal.



Sydney Sloan  
Former CMO  
Salesloft.

"I believe everybody is responsible for their own career. And so if your goal is to reach CMO then you absolutely should write it down, discuss it with your manager and look for opportunities to expand your skill set."

# 3 C-suite skills for brand marketing pros

With powerful branding backgrounds bolstering each of our CMOs' career paths, they offered these three skills as must-haves for future leaders:

1

## Storytelling

Branding has been a constant throughout Amy's career. And the now VP suggests that, as a marketer, storytelling is a big part of getting your customers invested.

"Fundamentally, you have to learn how to tell an impactful story that impacts business goals and understand which levers are driving that impact."

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2

## Mastery of communications

As a true customer-first advocate, Sydney is the first to put branding up there as "the most logical path" to VP or CMO, highlighting communications as essential to the role. "Really understanding communications and brands, being product led and owning the creative, the messaging, public, analyst, investor relations — that's all part of the brand comms experience."

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3

## Know your ideal customer profile

Having a strong people-focused career path, it's no surprise that Andrew prioritizes knowing your customer as a business-critical skill for brand marketers: "I think it's key to be brand savvy. To be very knowledgeable about the tone of the company's brand and how you want that brand to come to life, how it feels. At the end of the day, people want to do business with people they like to work with and I think that comes through awareness and paying attention to the brand and the overall experience."

## The benefits of brand marketing:

- Enhances brand recognition
- Cultivates customer loyalty
- Encourages word of mouth marketing
- Creates consistency
- Provides credibility
- Attracts your ideal customers

## Common titles:

- VP of Corporate Marketing
- Head of Brand and Communications
- Brand Marketing Manager
- Brand Strategist
- Communications Specialist

## Other skills required:

- Customer-first mindset
- Market research
- Brand positioning
- Experience-led mentality
- Long-term vision
- Strong communicator
- Collaborative by nature
- Experience managing projects and people
- Passion for storytelling



Sydney Sloan  
Former CMO

**Salesloft.**

“I think when people are looking for CMOs, they're looking for demand CMOs, they're looking for brand CMOs, or they're looking for strategic product marketers.”

# Path to Leadership: *Event Marketing*

## What is event marketing?

The misconception that event marketing is the same as event planning is all too common. But in the world of B2B marketing, there's a big difference between the two.

Event planners care about attendance, ticket sales, and sponsorship revenue, while event marketers are focused on long-term impact: nurturing relationships, amplifying brand messaging, and collecting deep data insights.

So while, “For some companies marketing might just be an execution arm,” for Andrew, “the way I've built my team is to have event marketing strategists.”



Amy Barone,  
VP of Marketing



“There's been an evolution. With bigger, tech-driven conference programs we learned that it's not just about the logistics. There was a bigger opportunity to engage people in a much more personal way by creating experiences for them. Now, there's a further evolution — it's about how much you can get out of those opportunities.”

# 10 C-suite skills for event marketing pros

If you're anything like our most tenured CMOs, you live and breathe events.

All four of our experts agreed that, beyond any other career path, the skills you acquire as an event marketer will best prepare you for CMO stardom.

And these are the top 10 skills you'll need to steer your event marketing career straight toward the corner office.

## 1 Event experience

Andrew: "That's the role that marketing plays: to create engaging experiences and content. So event marketing is super, super critical."

## 2 Customer-centricity

Sydney: "Event marketers who really take the time to understand how to communicate to customers and deliver a long journey for them is the same thing as being a CMO."

## 3 Delegation

Sydney: "Releasing that control and empowering others is a big step. These are really good skills for a leader."

## 4 Flexibility

Sydney: "I think one thing that event marketers should really be confident about is their diverse skill set. They run email campaigns and drive registrations and attendance. They think about the before, during, and after. That is exactly what you need to do as a CMO."

## 5 Budget

Sydney: "Just like a CMO is responsible for investing in the brand, driving pipeline, and opportunities, don't underestimate the skills of budget management and negotiating for event marketers."



6

## Engagement

Sydney: “Like the CMO, Event Marketers are in that unique role where we're thinking about the customer before they even become a customer. All through that experience we're thinking about the buyer's journey and how we communicate and engage with them — how we can make it not just about the event but a year-long program.”

7

## Data

Andrew: “A strong event marketer is very data-driven. You have to think about how you're gonna measure impact, target the right individual and have some sort of post-event impact. There needs to be a passion for marketing technology and connecting the dots to get a 360-degree view of the customer.”

Carol: “You always have to look at the marketing operations piece to track and measure results and success; not all event marketers learn that early on in their career.”



Carol Hague,  
Vice President, Global  
Demand Generation

**talend**

8

## Logistics

Andrew: “You need to execute your event almost like an administrative support role dealing with vendors and logistics.”

9

## Account Based Marketing

Carol: “What I really focus on is how I make sure sales are successful. I enjoyed understanding sales and being aligned to them. It's important to know exactly how I can help, what adjustments we need to make, and how to fine tune the numbers to make them successful. Because if sales isn't successful, marketing's not successful. It has to work hand in hand together.”

10

## Curiosity

Andrew: “I want people that are hungry and eager. When hiring and managing talent, you look for people that are curious, that want to learn more, and that want to take on more responsibilities.”

We all have to have a planning background, because events have a planning motion to them — you have to be very detail-oriented from start to end. But ultimately, an event marketer looks at all of the marketing and ROI pieces, not simply the logistics of an event.

## The benefits of event marketing:

- Elevates brand awareness
- Reaches prospects digitally and in-person
- Uses data to measure ROI
- Collects account-level insights to support sales
- Engages prospects at every stage of the sales cycle

## Common titles:

- VP of Global Events
- Head of Brand Experiences
- Event Marketing Manager
- Event Marketing Strategist

## Other skills required:

- Customer-centric
- Natural networker
- Revenue-focused
- Data-driven
- Team player
- Strategic thinker



Sydney Sloan  
Former CMO  
**Salesloft.**

As an event planner you can just own the logistics side of it. Or you can own the experience. And if you commit to the experience and you commit to the story — how it conveys to the audience and how you get to know the customers that you're recruiting. That is the difference between being stuck in logistics and owning these important experiences that your company is trying to deliver.

# Resources and communities for future marketing leaders

Now that we know how some of the brightest marketing stars made their way to the top, here are six more resources to help you forge your own path ahead.

## Slack Communities

Event Profs Unite and Field & Event Marketing FTW are slack communities made up of close to 1,500 event professionals from across the globe to network, share ideas, and keep up with industry news.

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## Field & Event Marketing Compensation Report

Looking at forging a career to the top through events but need the inside scoop on what salary to expect? Our team surveyed 205 Field and Event Marketers across 31 states and from companies of various shapes and sizes to provide guidance for event and field marketers to help them avoid pay misalignment.

[See Salaries](#)

## CMO Diaries

These 30 to 45-minute fireside chats with marketing leaders of high growth go deep on what it takes to build a great B2B brand and lead a customer-centric marketing team that actually drives revenue! No fluff. Just great conversations.

[Join us](#)

## Event Markers Live

Get to know the humans and stories behind the scenes of our favorite B2B events and experiences! From putting on the most engaging lightning talks, to the ROI-generating webinars, and flawlessly executed summits. We explore the impressive minds that brought those experiences to life.

[Join us](#)

## Online Communities:

- Demand Curve :  
Best for Growth and Demand Gen Marketers
  - PEAK  
Best for those looking for a shortcut to CMO
  - Pavilion  
Dedicated community for high-achieving marketers at high-growth companies
  - FlipMyFunnel  
Best for Account Based Marketers (ABM)
  - SuperPath  
Best for content marketers and writing professionals across any industry
  - Goldcast resource center  
Best for a jam-packed line-up of top tips for event marketers
  - Haute resource and events center  
Best for marketers looking to level-up their engagement and experience expertise.
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## Workplace Initiatives

Andrew says, “At ZS, we do a pretty good job at exposing people to other areas of the business. If someone has expressed that they want to learn more about something but they don't want to necessarily switch yet, we have a whole program where we'll find opportunities for that person to get more involved in those projects.”

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## Mentors

Now at the top of her career, Carol looks back at mentors as being an influential component to her success. “I've been blessed with some great mentors...that saw something in me. You just have to be willing to learn and align yourself with mentors — find someone within an organization or someone that you look up to and say, ‘I want that role head, what are the steps to get there?’”



# Here's to your *Marketing Success!*

If we've learned anything from exploring the stories of the brave marketers who have come before us, it's that — as long as you have the right skills and mindset — the path to CMO is possible no matter where you start your marketing journey.

And as a role that's becoming increasingly valuable, event marketing is a fantastic place to learn and grow.

## Event Marketers Path to *Leadership*



Deep-dive sessions on how to level up your skill set across other marketing disciplines. Learn how to become a successful marketing leader.

[Start Watching](#)

