

Vadim Koenen

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Strategic marketing data and operations leader with 14 years of experience building and activating 360-degree customer views. Expert in Enterprise MarTech transformation, first-party data models, and cross-functional customer data enablement. Uniquely specialized in deploying Agentic AI within the MarTech stack to manage operations debt, automate "idea-to-production" workflows, and drive measurable impact. Proven track record of managing high-performing teams and executing complex platform migrations for global, subscription-based organizations.

WORK EXPERIENCE

Independent GTM Consulting

05/2025 - Present

Principal Consultant | MarTech & GTM Strategy

- Pioneered Agentic AI Implementation: Architected custom Python-based AI Agents and OpenAI API integrations to eliminate marketing operations debt and automate complex data hygiene processes.
- Engineered 6sense-Powered ABM Engines: Designed and executed end-to-end ABM frameworks, including ICP modeling, segment architecture, and multi-signal intent scoring used by Sales and SDR leadership.
- Optimized Startup Infrastructure: Conducted full-stack platform audits for B2B SaaS startups, delivering actionable recommendations for workflow improvements and data quality management.
- Strategic Advisory: Advise high-growth subscription businesses on AI integration, identity resolution, and the transition toward cookieless first-party data models.

Mod Op

01/2026 - 03/2026

Strategic Lead | Enterprise Architecture (Residency)

Note: High-intensity, project-based W-2 engagement focused on finalized technical roadmaps and architecture for Tier-1 global accounts.

- Led Enterprise MarTech Audits & Migrations: Audited four distinct global Marketo instances for Verizon and architected the comprehensive technical migration plan to Microsoft Dynamics.
- Engineered Complex Lifecycle Architectures: Audited and maintained highly complex routing logic, including governing 250+ step HubSpot workflows for Victra.
- Middleware & Data Integration: Architected automated data pipelines for enterprise clients, including building Marketo-to-Workato integrations for Molex to synchronize disconnected tech stacks.
- Agentic AI Implementation: Leveraged proprietary enterprise AI infrastructure (Nexus) to select optimal LLM models and build custom AI agents for internal operations and debt reduction.

Mitel

08/2020 - 05/2025

Senior Manager, Global Marketing Operations

- Directed Global MarTech Transformation: Managed marketing operations debt for a massive global enterprise through advanced automation and cross-functional alignment.
- Drove \$51M in Pipeline Opportunities: Activated intent data and identity resolution models to generate a unified view of the customer journey, resulting in \$3.4M in closed-won revenue.
- Managed High-Performing Teams: Led a data operations team of 6, overseeing audience execution, data destinations, and strict compliance reliability.
- Reduced Time-to-Market by 35%: Streamlined campaign workflows by collaborating with business systems and engineering teams to execute funnel analysis and measure segmentation performance.

Ryan

07/2019 - 02/2020

Senior Specialist, Digital Data & Analytics

- Unified Measurement Strategy: Developed naming taxonomies and reporting frameworks in Google Analytics, balancing data accuracy across client-side and server-side tracking solutions.

Teladoc Health

10/2015 – 06/2019

Marketing Automation & Data Manager

- Regulated Data Operations: Managed audience segments within a highly regulated, privacy-first HIPAA environment for a global subscription-based digital health business.
- Lead Management & CRM Integration: Translated marketing requirements into system configurations, driving pipeline efficiency through robust CRM integration.

EDUCATION

MBA

Maryville University

B.A. International Studies

Southern Methodist University

CERTIFICATIONS

2X Marketo Certified Expert

Marketo

6sense Next-Gen Admin

6sense

HubSpot Certified

HubSpot

SKILLS

AI & Automation: Agentic AI, OpenAI API, Python, Tech Debt Reduction, Workflow Automation

MarTech: 6sense, HubSpot, Marketo, Microsoft Dynamics, Salesforce, Salesloft, Workato

Data Operations: Identity Resolution, Privacy Compliance (HIPAA/GDPR), QA/Debugging, Tag Management