

## TINA ESKRIDGE

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### FORTUNE 100 MARKETING EXECUTIVE / TECHNOLOGY / GROWTH

Drive market share and revenue growth. Expertise: strategy, digital marketing and transformation, data analytics, brand management, customer insights, content, product development & marketing. Verticals: advertising, cloud, consumer products, software, financial services, education, supply chain.

### PROFESSIONAL EXPERIENCE

#### Hackrobat

New York, NY

*Full-service agency specializing in driving comprehensive growth and go-to-market strategy for multinational and PE-backed firms.*

#### Managing Director

2024 to present

Responsible for business development, coaching and fractional services that drive unparalleled growth at scale; Spearheading comprehensive go-to-market strategies; Initiating inventive partner development programs; Elevating brand value through innovative solutions.

#### Microsoft (NSDQ: MSFT)

Redmond, WA

*\$212 billion, global technology company that provides intelligent cloud, productivity & business process, and personal computing products & services that empower organizations and individuals worldwide.*

#### Head, Digital Marketing—Microsoft Advertising

2020 to 2023

Led digital marketing/lead generation program for \$12.2 billion advertising business; 14 geo markets—Americas, EMEA, APAC. Managed 15-person US & UK-based team, 4 directs, 75+ vendors and 8-figure budget. Reported to CMO, Advertising Division.

- Increased number of qualified SME leads 15% to 20% YOY each year.
- Partnered with Accenture on 8-figure, 5-year business case to accelerate Advertising Division's digital marketing transformation, drive 100% ad revenue growth, and reduce cyber risk.
- Recruited and developed high-performing team of lifecycle/growth marketing, web design, marketing automation, and analytics experts. Averaged 90% annual retention.

#### Senior Director, Marketing & Product Inclusion—Cloud for Everyone

2019 to 2020

Led inclusive product strategy and marketing for *Microsoft Cloud for Everyone*, a brand focused on making cloud technology more accessible to SMEs and individuals. Key products include Azure, Microsoft 365, and Dynamics 365. Reported to General Manager, Cloud Marketing.

- Led creation of award-winning, scalable, replicable inclusion framework.
- Used framework to collaborate with cross-functional colleagues to identify and eliminate product and marketing features/gaps that excluded specific user groups.
- Developed and launched research and cloud adoption pilot for high-growth segment of African-American female entrepreneurs.

#### Senior Director, Retail Channel Operations, Americas—Consumer Products

2016 to 2019

Led Americas supply chain strategy and operations for \$6 billion revenue, 200 SKU portfolio. Worked closely with Walmart, Costco, Amazon, Target, Best Buy, and GameStop executives. Managed 42-person team, 7 directs, and 100+ vendors. Reported to Head, Global Supply Chain.

- Owned demand forecast. Maintained new release/obsolescence awareness. Improved collaboration with sales, retailers, and distributors. Increased forecast accuracy; reduced discounts and write-offs. Played key role in hitting/beating portfolio's gross margin targets.
- Executed 50+ physical product launches. Maintained 90%+ in-stock rates across promotional events and holidays while avoiding subsequent overstock and mark-down situations.
- Led transition following FY16 decision to exit 9-figure LATAM mobile phone market. Managed retailer & distributor impact. Optimized inventory disposition. Recommended new operating footprint. Relocated and reduced staff. Delivered within budget.

#### **Director/Manager, Global Partner & Channel Marketing—Embedded & IoT OS      2012 to 2016**

Owned channel marketing for Windows Embedded and Windows 10 IoT operating systems; \$750 million portfolio. Worked closely with sales and 54 distributors on OEM design wins. Managed 14-person team and 8-figure incentive & opex budget. Reported to GM, IoT.

- Introduced first pipeline building program. Included distributor roadshow (products & features, incentives, and GTM plans). Drove creation of \$150 million funnel of new, qualified leads in 18 months.
- Restructured \$10 million incentive program. Set baseline ROI to 8:1.
- Managed GTM for 2 global product releases. Led largest-ever Windows Embedded channel launch in partnership with Intel.

#### **Laureate Education**

**Baltimore, MD**

*PE-backed, rapidly growing, \$3.4 billion (2011) owner/operator of 50+ campus-based & online post-secondary education institutions in 21 countries across the Americas, Asia, and Europe; 550,000 students.*

#### **Director, Marketing & Product Management**

**2004 to 2011**

Led brand development, product/degree program portfolio strategy, pricing, and sales training. Managed 3 direct reports and 10-person matrix organization. Reported to CMO.

- Contributed to 4.7X growth from 117,000 students in 2004 to 550,000 students in 2011.
- Owned \$27 million health & human services product portfolio; full P&L accountability.
- Tapped for high-profile projects including managing significant partnerships, new campus integration and re-branding, campus turnarounds, M&A due diligence, etc.

#### **Citi Cards (NYSE: C)**

**New York, NY**

*\$14.7 billion subsidiary of \$77 billion (2003), global financial services company.*

#### **Associate, Product Marketing**

**2003**

#### **Manugistics Group (now Panasonic)**

**Washington, DC**

*\$320 million (2002), privately held supply chain management software provider; acquired by JDA Software in 2006, which was acquired by Blue Yonder in 2018, which was acquired by Panasonic in 2021.*

#### **Manager, Product Marketing / Supply Chain Consultant**

**1997 to 2002**

#### **VENTURE CAPITAL**

Member, Pipeline Angels, 2018 to Present

#### **PUBLIC LEADERSHIP**

Board Member, Kaufman Music Center, NY, 2022 to Present | Board Member, College Success Foundation—DC, 2019 to 2023 | Board Member, Washington MESA, 2017 to 2022

#### **EDUCATION**

MBA, Marketing, Howard University, 2004 | BS, Marketing & Supply Chain, Syracuse University, 1995