

ROB MOSS

B2B Growth & Marketing Leader

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PROFESSIONAL SUMMARY

B2B marketing and growth leader who builds revenue-focused teams and ties marketing investment to pipeline and ARR. Grew Content Recovery Specialists from \$3M to \$20M+ ARR by aligning marketing and sales around enterprise account strategy, a full-funnel measurement model, and disciplined channel investment. Experience marketing to sophisticated enterprise buying committees including national insurance carriers and TPAs and to health payor/provider buyers for early-stage HealthTech software ventures, both regulated environments. Hands-on across HubSpot, Salesforce/Pardot, SEO, and paid media.

CORE COMPETENCIES

- **Marketing Leadership:** Built and lead a 6-person marketing and sales team plus agency partners, with clear ownership, an operating rhythm, and accountability for pipeline outcomes.
- **Pipeline & Revenue Accountability:** Full-funnel model from spend to pipeline to revenue; budget allocation tied to pipeline contribution and LTV rather than activity volume.
- **Enterprise ABM & Strategic Accounts:** Named-account campaigns mapped to buying-committee stakeholders at national and global carriers and TPAs, run in step with enterprise sales.
- **Integrated Campaigns & Digital Growth:** Multi-channel campaigns and nurture across paid search/social, email, content, and sales enablement, plus brand, website, and SEO.
- **Marketing Operations & Measurement:** HubSpot Enterprise and Salesforce/Pardot; lead scoring, routing, and offline conversion tracking for a single view of the funnel.

PROFESSIONAL EXPERIENCE

Head of Growth — Content Recovery Specialists, Pittsburgh, PA | June 2024 – Present

- Own marketing strategy, budget, team, and infrastructure across corporate stores and 35+ franchise locations; grew the company from \$3M to \$20M+ ARR, with monthly revenue scaling ~9x (\$250K to a sustained \$1.5M–\$2.3M for 17 consecutive months).
- Built and lead a 6-person marketing and sales team plus external agencies; set priorities and ownership and moved the org from reactive intake to proactive demand capture.
- Lead ABM and enterprise sales motion for new national and global accounts — insurance carriers, TPAs, and franchise systems — with campaigns built around each account's buying committee.
- Direct \$10K–\$30K/month in paid search and social tied to pipeline and LTV; implemented HubSpot Marketing, Sales, and Service Enterprise as the system of record, giving leadership its first unified lead-to-completion view.

Founder & Principal Consultant — Tough Terrain Media, Remote | April 2024 – Present

- Advise B2B and tech-enabled companies on GTM strategy and RevOps — eliminating data silos, repairing funnel leaks, and deploying data-backed acquisition systems.

Venture Marketing Consultant — UPMC Enterprises, Pittsburgh, PA | June 2021 – May 2024

- Led go-to-market and marketing for up to 7 early-stage HealthTech ventures simultaneously (including Abridge), from inception through commercial launch; several portfolio companies advanced to later funding rounds or M&A.
- Owned SEM, paid social, and SEO (\$10K–\$30K/month) for B2B health-system lead generation, and built the marketing analytics program that informed C-suite investment decisions.

Marketing Manager — Spurr HVAC, LLC, Pittsburgh, PA | May 2020 – June 2021

- Ran multi-channel outbound and manufacturer co-op programs while administering ServiceTitan CRM automations.

Manager of Marketing & Innovation — Duckstein Restoration, Pittsburgh, PA | July 2018 – May 2020

- Led the Salesforce Field Service Lightning rollout across 4 business units and built Pardot nurture programs that delivered record marketing ROI.

TECHNICAL STACK

CRM & Automation: HubSpot (Enterprise), Salesforce, Pardot, Zapier

Web & SEO: WordPress, SemRush, Conductor, Google Search Console

Paid & Analytics: Google Ads, LinkedIn Campaign Manager, Meta, GA4, Google Tag Manager, Tableau, Looker

AI Tools: Claude, n8n, MCP — hands-on exploration

CERTIFICATIONS

HubSpot Revenue Operations · HubSpot Solutions Architecture Fundamentals · HubSpot AI Essentials for Partners · RevPartners Revenue Performance Modeling · Google Ads · Google Analytics (GA4) · Meta Blueprint

EDUCATION

B.A., Public Relations — Westminster College, New Wilmington, PA | 2016