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GTM and Revenue Operations Leader

Pipeline, CAC, ROAS, payback, forecasting, lifecycle, ABM

SUMMARY

GTM and Revenue Operations leader building end-to-end demand systems tied to pipeline, CAC, payback, and revenue velocity. Turns fragmented marketing and sales motions into forecastable growth engines with clear accountability and measurement. Combines retained GTM leadership across multi-channel environments with full P&L ownership experience.

SELECTED OUTCOMES

- Generated more than 90 percent of companywide closed-won in first 12 months within an embedded leadership engagement.
 - Increased stage conversion 10-15 points through routing, scoring, and partner workflow fixes.
 - Held forecast variance held inside 5-10 percent with weekly performance drivers published to leadership.
 - Drove sustained year-over-year revenue growth as owner-operator of a multi-location bakery brand.
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PROFESSIONAL EXPERIENCE

GTM and Revenue Operations Consultant

Topeka, Kansas | January 2000 - Present

Consultant leading demand generation, lifecycle, and marketing operations for B2B and DTC brands across industrial, consumer, and services categories.

Selected Long-Term Engagement

Piranha / MegaFab

Independent Contractor | June 2017 - January 2025

Began as a 30-day engagement that evolved into an eight-year leadership partnership based on sustained performance and alignment.

- Implemented routing, scoring, and SLAs to improve stage conversion and revenue velocity across direct and partner workflows.
- Managed a 500K annual paid mix across search, social, and geofencing with CAC, ROAS, and payback guardrails.

- Delivered ERP and CRM connected ecommerce for parts and custom machines, reducing quoting friction and shortening sales cycles.
- Published a weekly forecast with variance, drivers, and actions used in leadership reviews.

Additional Consulting Outcomes

- Replatformed marketing and sales technology stacks to support scalable growth across complex B2B environments.
- Established executive reporting cadences aligning marketing, sales, and finance around forecast discipline and capital efficiency.
- Delivered click-to-cash dashboards adopted by Sales and Finance, including dollars won per 1,000 dollars spent by channel.
- Ran controlled holdouts to validate incrementality across paid and lifecycle programs, reallocating budget to higher-return segments.

Mad Eliza's, Inc.

Topeka, Kansas | Holton, Kansas

Owner and General Manager 2012 - 2016

Owner 2009 - 2023

Owner-operator bakery and confectionery brand with demand generation and full P&L accountability.

- Full P&L ownership with direct accountability for pricing, margin, labor, vendor negotiation, cash control, and capital decisions.
- Built demand systems that tied brand, traffic, and revenue together, producing sustained year-over-year growth exceeding 25 percent.
- Managed sequential operation across three physical locations over the company lifecycle, including site selection, relocation, and launch execution.
- Created repeatable local demand engines without franchise infrastructure, generating consistent traffic and high purchase frequency.
- Built and activated a highly engaged local digital audience reaching 50,000 to 80,000 residents weekly, supported by a 3,000-plus subscriber SMS database.
- Designed and executed mobile and social campaigns that reliably drove peak traffic, seasonal surges, and successful launches.
- Led hiring, training, and performance management for on-site teams with clear accountability for service quality and consistency.
- Established operating standards across food safety, quality, and daily execution, maintaining top-rated inspection outcomes.
- Evaluated multi-location expansion economics and deferred execution based on timing, capital requirements, and operational readiness.

Director of Ecommerce and Digital Marketing

Slim4Life Weight Loss - 35 Locations | May 2016 - February 2017

Led ecommerce, CRM, and demand systems supporting 35 retail locations across digital and in-store growth.

- Grew online sales more than 200 percent through targeted campaigns and mobile-first UX while holding CAC inside target.
- Lifted qualified lead volume more than 45 percent using segmentation, testing, and remarketing.
- Produced complex ecommerce and order management systems to merge assets of two corporations into a single platform.

Chief Marketing Officer

YourNew.com, Inc. - Topeka, Kansas | May 2001 - March 2015

Provided hands-on marketing and technology leadership to a team that grew into an industry-leading wholesale Internet services company. Excelled in the positions of Chief Marketing Officer and Chief Technology Officer.

- Positioned the company within the top three highest-volume Internet access aggregators in the United States.
- Drove three consecutive years of greater than 300 percent revenue growth through cooperative marketing and partner enablement programs.
- Increased revenue 50 percent and improved profit 30 percent through supplier renegotiation and pricing strategy.
- Built a wholesale client base exceeding 2,000 technology buyers across North America.
- Automated account provisioning and billing across complex multi-platform environments, materially improving operating efficiency.
- Directed distributed personnel and technology assets across multiple international locations.

Skills

GTM Strategy | RevOps | Demand Generation | ABM | Pipeline Forecasting | Attribution | Lifecycle Marketing | Sales Alignment | CRM Architecture | HubSpot | Salesforce | ERP Integration | PE-backed Growth