



INGA ROMANOFF

Marketo and Salesforce Consultant

Connect with me:

EXPERIENCE

CEO and Founder – 4 years
Board Member – 2 years
Marketing Automation and CRM Consultant – 7 years

Marketo User Group Leader – 7 years
Product Marketing – 3 years
Marketer – 25 years

COMPETENCIES

- MARKETING AUTOMATION
- CMO ADVISORY
- DATA AND ANALYTICS
- SALES AND MARKETING OPERATIONS
- PRODUCT MARKETING
- ANALYTICS
- SEGMENTATION
- EMAIL MARKETING
- DEMAND GENERATION
- GDPR

EDUCATION

Harvard Business School Executive Education 2017
Transforming Customer Experiences

RWTH Aachen University 2004
Global Studies - International Business and Finance

University of Cincinnati 2003-2004
MBA, Finance and Marketing

Peter the Great St.Petersburg Polytechnic University 1995-1999
Master's, Economics and Management

St. Petersburg Engineering College of Electronics 1991-1995
Bachelor of Science, Database Administration

INDUSTRY ACCOLADES

Woman of the Year
International Stevie Awards

Top Female Marketing Influencer
Analytica and Top Rank Marketing

Performance Excellence – Emerald Award
American Express

Marketo UserGroup Leader
Marketo Inc.

6x Marketo Champion
Marketo, an Adobe Company

REVVIE Award for Most Dramatic Business Impact
Marketo Inc.



PROFESSIONAL CERTIFICATIONS



INDUSTRIES

Financial Services and Banking
Manufacturing
High Tech and Business Services
Higher Education
Retail and Fashion
Recruiting and Outsourced HR

DOMAIN EXPERTISE

Customer Experience
Data Quality Initiatives
Artificial Intelligence
Emerging Technologies
Organizational Excellence ASQ
Speaker, Panel Moderator

TECHNICAL SKILLS

