ARI FEFFERMAN

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Highly accomplished executive marketing leader with 18+ years of experience driving health, wellness, and technology adoption across B2B, B2B2C, and DTC models. Proven expert in developing integrated GTM strategies, expanding multi-channel category reach, and cultivating highly engaged user and partner ecosystems. A resourceful and customer-obsessed leader with deep expertise in health-tech ecosystems, connected health tech stacks, and building global communities from unaware prospects into brand advocates to drive enterprise and consumer scale.

EXPERIENCE

BASZUCKI GROUP **San Mateo, CA**

Head of Marketing **September 2025-Present**

- Direct comprehensive marketing strategy and ecosystem growth across three core entities under the umbrella family foundation, driving initiatives across political, clinical/scientific, and public sectors backed by over $50M in annual philanthropic giving focused on mental and metabolic health, regenerative agriculture, and policy
- Operate concurrently as the interim Executive Director for the general public-facing entity, overseeing global operations, a multimillion-dollar budget, a dedicated team of 5, and 22 active agency and vendor relationships
- Scaled organic reach by 21%, social following by 67%, and engaged community growth by 220% in under a year through multi-channel storytelling and brand building
- Architected global impact campaigns, documentaries, and high-profile partnership activations with premier academic and scientific institutions—including Stanford, Oxford, McLean Hospital (Harvard), and the University of Edinburgh, alongside global activations spanning Europe and Australia—turning unaware audiences into dedicated advocates
- Secured major institutional milestones, including successfully leading marketing and communication efforts to update national dietary guidelines in December 2025
- Lead the end-to-end launch of a net-new health tech brand, including designing an integrated peer-to-peer experience portal that unlocked scalable, one-to-many community impact

FITON **Remote**

VP Marketing **March 2023 - September 2025**

- Spearheaded end-to-end marketing across B2B, B2B2C, and DTC for FitOn consumer and FitOn Health enterprise, leading demand generation, operations, events, lifecycle, content, creative, and product marketing to scale momentum
- Drove 40% influenced revenue of $35M+ ARR in close collaboration with sales, account management, client services, and gym facility development teams
- Advanced engagement and brand recognition for 25M+ members, keeping FitOn as one of the top beloved communities and the #1 Health & Fitness App
- Orchestrated celebrity partnerships such as with Giada DeLaurentis, Gabrielle Union, Sutton Foster, War & Treaty with multi-channel marketing and premiere experiences for top prospects and customers, accelerating relationships
- Collaborated closely with sales leadership to develop and implement sales playbooks and training materials to exceed targets by more than 32%, beating last year's results
- Grew contact us inbound leads 141% and prospect activity scores 194% in 2024

GOOGLE **San Francisco, CA**

Head of Growth Marketing **February 2021 - March 2023**

- Managed a cross-functional growth marketing team and multi-million dollar budget that grew the business 10% YoY across global B2B and B2B2C channels
- Oversaw global B2B and B2B2C marketing strategies for buyers and members, ensuring strong cross-functional collaboration and effective stakeholder management across matrixed organizational structures
- Introduced early-stage Gemini and advanced MarTech into the tech stack, improving lead follow-up speed by 20% within 6 months
- Served as key clinical representative for Google Health marketing across internal product teams; nominated to lead marketing integration for the Fitbit team within Google

SKILLS

Marketing Strategy: B2B & DTC Marketing, Executive Leadership, Category Building, Go-to-Market (GTM) Strategy, Community & Event Marketing, Lifecycle & Retention, Performance Marketing, Multi-Channel Acquisition, Brand Messaging, Strategic Partnerships

Leadership & Management: Cross-Functional Team Leadership, Budget Management, Executive Stakeholder Alignment, Peer-to-Peer Portals, Sales Enablement

TECHNOLOGY

Marketing Automation: Braze, HubSpot, Marketo, Salesforce Marketing Cloud, Eloqua, Act-On, MailChimp

CRM/Sales: Salesforce, Apollo, Microsoft Dynamics, Salesloft, Sales Navigator, Outreach

Analytics & Tools: Google Analytics, Google Ads, Amplitude, Tableau, Looker, SQL, Captello, ON24, Splash, Brightedge, Ahrefs, Sprout, Clearbit

Design & Web: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver), Figma, Canva, Wordpress, Lovable, HTML/CSS

CERTIFICATIONS

Marketo Expert; Salesforce Admin; Hubspot Sales, Marketing, and Service Hubs; PHI for BAA; Coursera Generative AI

FITBIT **San Francisco, CA**

Head of Demand Generation and Engagement Marketing **August 2017 - February 2021**

- Led marketing for the $100M global Fitbit enterprise business across employers, health plans/payers, and health systems
- Built comprehensive full-funnel, persona-based campaigns and overhauled the Captivate event series (roadshows and virtual), driving 3x inbound leads and 40% marketing-influenced pipeline
- Reimagined member engagement and account-based marketing programs, unlocking new revenue streams including targeted health initiatives generating $400K+ in single-day campaigns

SIGNALFX (Acquired by Splunk, then Cisco) **San Mateo, CA**

Senior Demand Generation and Operations Manager **February 2016 - August 2017**

- Managed marketing automation, sales operations, tech stack, and data governance for $70M ARR business, generating 66% of total pipeline leads
- Designed lead lifecycles, full-funnel metrics, and product gamification tactics that doubled trial-to-paid conversion rates

GOOGLE **Mountain View, CA**

Senior Program Marketing Manager **July 2014 - February 2016**

- Directed central Google Apps for Work digital field marketing operations and global sales alignment, optimizing lead-flow processes to generate a $500M sales pipeline and $69M in annual bookings
- Managed marketing associates, agency budgets, and cross-functional teams across product, brand, and research to scale global localization across 10 languages and Tier 1 markets
- Oversaw global analytics, data governance, and strategic partner programs with industry leaders including Forrester, Harvard Business Review, HubSpot, and Gartner

BLUEBIRD STRATEGIES **Remote**

Director of Marketing and Sales Operations, Marketing Manager and Automation Expert **June 2010 - June 2014**

- Architected end-to-end marketing infrastructure, web development, SEO, and demand generation programs for B2B FinTech, Telecom, and SaaS clients
- Implemented Salesforce and HubSpot integrations, establishing full-scale lead management workflows, attribution reporting, and automated nurture tracks

OLD ORCHARD AQUARIUM / ORGANIC GARDEN CENTER **Remote**

Marketing Consultant **September 2004 - June 2014**

- Built and managed responsive, dynamic e-commerce websites and industry-specific social media growth strategies
- Designed and executed targeted paid acquisition campaigns utilizing advanced SEM and retargeting methodologies

HIGH TRAILS OUTDOOR SCIENCE SCHOOL **Angelus Oaks, CA**

Director of Food Services, Instructor **September 2009 - December 2010**

- Taught structured science and outdoor adventure curricula to fifth and sixth-grade students in the San Bernardino National Forest
- Managed all kitchen operations, administrative logistics, food safety compliance, and meal preparation for over 150 students and staff weekly

HOST ANALYTICS **St. Louis, MO**

Independent Marketing Contractor **June 2009 - August 2009**

TWIST INTEGRATED MARKETING **St. Louis, MO**

Account Executive Intern **January 2009 - May 2009**

CENTER OF CREATIVE ARTS (COCA) **St. Louis, MO**

Development Special Projects Coordinator, Marketing Database Intern **May 2007 - May 2008**

EPLUS MARKETING **St. Louis, MO**

Website Developer **May 2007 - December 2007**

EDUCATION

WASHINGTON UNIVERSITY COLLEGE OF ARTS AND SCIENCES Bachelor of Arts Degree May 2009

St. Louis, MO Majors: Environmental Studies, Marketing

ACTIVITIES AND OTHER DATA

- Lambda Sigma National Honor Society, Secretary
- Kappa Kappa Gamma Fraternity, Panhellenic Delegate
- Residential Hall Advisor, Sustainability Committee

- Board Member, UPRISE TRAVEL **5/2021-Present**
- *Interests:* Snowboarding, singing, dancing, piano, rock climbing, SCUBA, swimming, golf, hiking, camping