

NISHA PARIKH

ORGANIZATIONAL STRATEGY & GROWTH | GTM OPERATOR | CHIEF OF STAFF

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SUMMARY

Executive operator with 20 years building and scaling growth organizations from the inside as a strategic partner to CEOs and executive leadership — owning the full GTM motion across sales, marketing, partnerships, and revenue operations while translating business strategy into operating plans, running leadership cadence, and driving the cross-functional execution that turns plans into pipeline, revenue, and EBITDA. Early and hands-on adopter of AI across marketing and operations, deploying AI-powered tools and agents to extend team capacity, accelerate execution, and sharpen decision-making across global regions. Three exits, 1 M&A, and multiple capital raises with a track record of bringing structure and discipline to complex, high-growth environments.

EXPERIENCE

CHIEF OF STAFF, GLOBAL COMMERCIAL ORGANIZATION | *Alianza* | May 2026 – Present

Alianza is a global communications technology company helping service providers modernize legacy networks and deliver cloud and AI-enabled communications experiences. Its platform supports 1,000+ communications service providers across 80+ countries, including the top 20 operators.

- Built the operating cadence for a 200-person global commercial organization within the first 2 weeks; establishing QBRs, leadership meetings, skip-levels, and business reviews.
- Program-managed company's largest product launch in 3 months, aligning 75+ cross functional stakeholders around the organization's first E2E GTM plan.
- Led a working group to build the first centralized business performance data room within 60 days, consolidating 12-17 disparate systems and manual files — shifting executive reporting from 1-2 weeks to daily visibility.
- Designed the '27 business-planning process for the global commercial organization spanning across 7 functional leaders and a \$75M budget.
- Managed executive engagement across 25 tier 1 customer relationships alongside the CGO and Sales Leaders, translating commitments into clear owners, actions, and follow-through.
- Stepped in on day one to lead a 10-person marketing organization for 4 months maintaining business continuity and priority initiatives.
- Led executive keynotes for the ELT delivering new-product launch narrative and reveal video for the company's largest user conference.
- Serve as the strategic advisor to the CGO, anticipating executive priorities and driving decision support, alignment, and execution across Sales, Marketing, Customer Success, Professional Services, and GTM Operations.

VP, MARKETING (GLOBAL) & ADVISOR | *Briefly* | Aug 2024 – Oct 2026

Briefly is a private equity backed professional services company providing back-office operations for a portfolio of modern law firms with services that span across North America, Europe, LATAM, APAC, and Africa. Firms generated \$10M–\$115M+ EBITDA annually.

- Owned global marketing strategy and execution across a multi-brand, multi-entity portfolio of professional services firms (\$10M–\$115M EBITDA), leading two distinct GTM motions, B2B demand generation and DTC-style acquisition, aligned to brand, pipeline, and revenue growth.
- Led and scaled a multidisciplinary team of 4 directors plus creative, content, marketing ops, and PR — operating as a centralized, high-performance marketing organization driving measurable outcomes across all firms.
- Generated 1,000+ MQLs that led to \$3.5M in marketing-attributed B2B revenue through full-funnel lifecycle programs, demand gen, and sales enablement while driving \$15M in new revenue (DTC) through recruitment marketing and \$6.3M (B2B) in cross-sell through referral and practice success programs (sales enablement).
- Implemented AI-powered marketing tools and agents to increase efficiency, enable lean teams, and accelerate execution across global regions.
- Built end-to-end GTM reporting and executive dashboards spanning brand, full funnel pipeline, CAC, conversion, retention, and revenue attribution providing leadership with real-time visibility into performance, efficiency, and EBITDA impact to guide investments and scaling decisions.
- Operated as a trusted executive partner to CEOs and Managing Partners, translating business goals into measurable marketing and growth outcomes across all firms.

VP, GROWTH AND PARTNERSHIPS | *InnovaCare Health* | Jan 2023 – Dec 2024 (exit in 2024)

Backed by Bain Capital Private Equity, InnovaCare Health was comprised of 10 brands across 44 U.S. based primary care clinics focused on serving value-based care to senior patients.

- Owned the full sales and marketing strategy across 44 clinics and 10 brands serving B2B and B2C audiences: overseeing a team of 52, a \$14M P&L, and all demand generation, retention marketing, PR, content, and revenue operations.
- Scaled month-over-month revenue by 100%+ YoY by aligning sales and marketing activities to revenue targets, restructuring roles, and implementing process improvements that drove 700 new patient acquisitions per month.
- Redesigned the full-funnel demand generation and conversion strategy, reducing CAC from \$682 to \$195 while implementing a 25% budget reduction (~\$19M to \$14M) proving that disciplined strategy and improved targeting outperform bigger spend.
- Delivered monthly and quarterly reporting to investors and the Board of Directors on pipeline performance, revenue growth, churn reduction, and marketing ROI, tying all marketing activity directly to financial outcomes and EBITDA impact.
- Designed and led a cross-functional retention strategy aligning marketing, clinical operations, patient experience, and analytics around a shared accountability model; driving an 18% reduction in patient churn within six months and proving that retention is a revenue lever, not just a support function.

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EXPERIENCE (CONTINUED)

VP, MARKETING AND PARTNERSHIPS | Poppins Health (Post-Seed) | Dec 2021 – Mar 2023

Poppins Health is a post-seed health insurance platform that makes it possible for small businesses to offer cost-effective, quality coverage across B2B, B2B2C, and B2C markets.

- Built the entire marketing function from scratch for a post-seed health insurance platform owning brand, demand generation, product marketing, content, and partnerships across B2B, B2B2C, and B2C audiences.
- Developed and launched the full go-to-market strategy, customer journey, and product positioning for MVP offerings testing and validating across three key markets through market research, prospect interviews, and continuous iteration.
- Generated \$4.6M in qualified pipeline and \$430K in closed-won revenue within nine months through integrated omnichannel campaigns, thought leadership, and event marketing, plus \$500K+ in closed-won through broker and payor partnerships.
- Led end-to-end CX and onboarding, achieving 75% adoption within 30 days demonstrating a focus on product adoption and retention.
- Owned content strategy and campaign execution across paid social, search, display, and SEO, continuously iterating creative and messaging based on performance data to optimize conversion across channels.

VP, GLOBAL BRAND MARKETING | Overhaul (Series A to B) | Nov 2020 – Dec 2021

Backed by Edison Partners and Macquarie Capital, Overhaul is a supply chain visibility and risk management platform serving enterprise logistics operations globally across US, LATAM, EU, and APAC.

- Owned the full marketing function across US, LATAM, and APAC — building the team from a single contractor to a 7-person organization spanning demand generation, content, PR, events, and in-house creative while managing a \$550K budget.
- Generated a \$2.6M top-of-funnel pipeline in seven months through integrated campaigns across paid, owned, and earned channels, partnering with Sales to convert 15% of enterprise deals within four months.
- Owned brand positioning, architecture, and messaging frameworks aligning all go-to-market narratives to priority segments and ICPs to build a cohesive, scalable brand that earned Gartner Challenger status and secured placements in Fortune, The Economist, and Inc. 5000.
- Served as a key marketing leader in the Series B raise, developing investor messaging, content, and PR strategy alongside the CMO to support a successful capital raise.

VP, MARKETING AND PARTNERSHIPS | Strathspey Crown | Dec 2018 – Nov 2020

Strathspey Crown is a private equity firm with a portfolio of health, wellness, and aesthetics brands including AccessElite, Evolus, and Luminas

- Joined as the fourth employee and strategic right hand to the CEO owning sales, marketing, growth strategy, partnerships, and go-to-market execution across a portfolio of health, wellness, and aesthetics brands with a \$150K P&L.
- Generated a \$13M pipeline in 12 months, closing \$5M in contracts including landing the company's largest enterprise customer within two months of outbound launch.
- Built and executed a full-lifecycle demand engine spanning acquisition, onboarding, engagement, and retention driving zero new-member churn over 18 months and 45% product adoption within 12 months.
- Developed and scaled B2B partnerships across physicians, providers, and corporate wellness buyers collaborating directly with the CEO and Finance on pricing, packaging, and revenue strategy to optimize deal economics.

AVP, MARKETING | United Capital | Nov 2016 – Mar 2019 (acquisition in 2019)

United Capital is a wealth management firm serving high-net-worth clients and Brokers (B2B and B2B2C) and was acquired by Goldman Sachs for \$750M.

- Hired as the senior marketing leader with no CMO in seat owning brand, demand generation, product marketing, and marketing operations across a \$2.5M budget with full accountability for pipeline, revenue, and ROI.
- Launched and scaled FinLifeCX, a B2B white-label fintech product building the go-to-market strategy, sales enablement, and integrated campaigns that generated \$1M+ in revenue within one year.
- Led marketing technology transformation, migrating CRM from HubSpot to Salesforce and onboarding a new sales and marketing stack — improving data integrity, lead management, and end-to-end funnel visibility.
- Drove an enterprise-wide rebrand and M&A-ready communications that positioned the company for a \$750M acquisition by Goldman Sachs — while scaling the creative and demand team from 1 to 5.

VP, MARKETING | Wells Fargo | Jan 2006 – Nov 2016

Wells Fargo is one of America's largest financial institutions. Rose through five progressive roles over a decade spanning various business units.

- **AVP, Consumer Credit and Lending Marketing | Jan 2015 – Nov 2016**
 - Led full-lifecycle product marketing from ideation through campaign strategy, execution, launch, and performance reporting. Partnered with Amex and Visa on new product initiatives driving share-of-wallet growth through strategic brand positioning and alignment.
- **Chief of Staff & AVP, Marketing | Nov 2011 – Dec 2014**
 - Served as the strategic advisor to the CMO, anticipating executive priorities and driving decision support, alignment, and execution across Marketing while building and maintain BAU operating cadences.
 - Led organizational transformation post-merger working alongside the CMO scaling Corporate Marketing from 75 to 4,000+ team members.
 - Owned BIPOC integrated marketing strategy and execution building strategies that deepened community trust and brand relevance.
 - Built centralized agency management function and managed \$500M+ marketing budget for all paid, earned, and owned media.
- **Chief of Staff — Community Bank Marketing and Sales | Jan 2008 – Nov 2011**
 - Oversaw business operations for sales, marketing, HR, reporting, finance, customer escalations, operations, and more across 50+ retail stores and 650+ employees.
 - Led post-merger operations: employee transitions, external brand integration, and executive-level coordination
- **Teller and Personal Banker | Jun 2006 – Jan 2008**