

Elise Kelcourse Bundgaard

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SUMMARY

Growth and product marketing executive with deep experience leading demand generation, account-based marketing, product marketing, and GTM transformation for B2B SaaS and professional services organizations. Proven track record driving pipeline growth, launching and scaling products, and building high-performing teams in complex B2B SaaS environments.

Core Expertise: Growth & Demand Generation | ABM | Marketing Operations & Analytics | GTM Strategy | Team Leadership | Product Marketing

EXPERIENCE

Founder / Fractional Marketing Executive & GTM Advisor - Lightmark Consulting — Atlanta, GA

May 2026 – Present

Re-launched independent consulting practice providing fractional marketing leadership, GTM strategy, positioning, demand generation, ABM, and marketing operations support for B2B SaaS and professional services companies.

- Advise companies on GTM strategy, product positioning, demand generation, ABM, marketing operations, sales alignment, and executive reporting.
- Provide fractional CMO/VP-level leadership to help companies clarify strategy, prioritize growth initiatives, and build more measurable, scalable marketing engines.
- Develop practical growth plans, including ICP refinement, campaign strategy, funnel definitions, KPI frameworks, sales handoff models, and 30/60/90-day execution roadmaps.
- Create productized consulting packages such as marketing growth audits, messaging tune-ups, ABM blueprints, competitive battlecards, product launch plans, and marketing KPI scorecards.

VP of Marketing, US and Global Expansion - Veriforce — Atlanta, GA

January 2025 – May 2026

Rebuilt the U.S. growth marketing function for a PE-backed supply chain risk management SaaS and services business during a post-merger transformation and rebrand. Owned team design, GTM planning, revenue marketing, competitive displacement, rebrand activation, marketing operations, and AI-enabled productivity improvements.

- Rebuilt and scaled the marketing organization from 13 to 32 team members in one year, redesigning the operating model, talent structure, processes, and GTM workflows.
- Built a repeatable, revenue-aligned demand engine that generated 500+ ICP meetings and contributed \$11M+ in sales-qualified pipeline across enterprise and competitive displacement accounts in the first 8 months.
- Shifted the organization from fragmented, campaign-led execution to an industry- and target-account-driven GTM model, with ABM initiatives influencing 82% of open pipeline.
- Led company rebrand strategy and execution post-merger — positioning and messaging, brand identity rollout, website and core marketing assets, and cross-functional enablement.
- Led marketing and AI transformation, establishing KPI discipline, executive reporting cadence, and AI-enabled workflows across planning, content, analytics, and operations.

Global Director of Demand Generation and Marketing Operations - GHX, Inc. — Atlanta, GA

October 2020 – January 2025

Built the demand generation and marketing operations function for a SaaS healthcare procure-to-pay platform, driving sustained pipeline and revenue growth. Winner of the 2022 GHX Innovator Award.

- Increased marketing-sourced pipeline 7x and improved lead-to-opportunity conversion rate by 39% through account-based segmentation, targeting, personalization, and digital marketing strategies.
- Built and launched ABM strategy across priority accounts, increasing engagement by 40% and improving sales efficiency. Launched Demandbase across the commercial organization.
- Built and maintained multi-touch marketing attribution to quantify full-funnel marketing impact on pipeline and revenue and optimize spend for highest ROI.
- Led digital marketing strategy, campaign planning, and execution — exceeding tactical benchmarks and influencing 150% more closed/won opportunities YoY.

- Established and enforced best practices, processes, and SLAs for demand gen and SDR operations, leading to 3x more revenue attributed to marketing-sourced leads.

Senior Director of Global Product Marketing - BCD Travel / Advito Consulting — Atlanta, GA

December 2015 – October 2020

Promoted to build and lead global marketing for Advito, the consulting arm of BCD Travel, spanning SaaS, analytics, and professional services.

- Drove revenue through demand generation: launched a new corporate website growing engagement 73% in 6 months, grew social media 33–80%, and increased SQL volume 150%+. Launched ABM strategy and Terminus.
- Led a complete brand refresh including product and service portfolio redesign, brand identity, messaging, and positioning.
- Redesigned the professional services business model for greater client value and more recurring revenue, with sales support programs and digital demand campaigns.
- Key contributor on the innovation team that transformed BCD's technology portfolio from hundreds of disparate products into three simplified, branded SaaS platforms.

Director of Global Product Marketing - BCD Travel — Atlanta, GA

March 2014 – December 2015

- Led global product marketing and GTM strategy for a B2B SaaS portfolio spanning business intelligence, risk, payments, and supplier management.
- Built and scaled a high-performing product marketing team of eight.

President / Owner - Lightmark Consulting — Atlanta, GA

November 2012 – March 2014

Independent consultancy delivering thought leadership and digital marketing strategies for healthcare, travel, and technology brands. Services: marketing strategy, branding, website development, ABM, and marketing automation.

- Improved traffic ranking 32x with a new website and 92% increase in overall leads for a technology consulting client.
- Increased lead generation 10x and web traffic 89% through website, blog, and social media for a healthcare technology company.

Senior Marketing Manager / Product Marketing Manager - Elsevier Clinical Solutions — Amsterdam, NL / Atlanta, GA

August 2008 – November 2012

Led integrated marketing for healthcare SaaS product launches and professional services. 2011 Elsevier "Marketer of the Year."

- Led integrated demand and product marketing for healthcare SaaS and consulting solutions, reporting to the business unit president.
- Marketing strategies led to 47% growth in market share in 3 years despite a long, complex sales cycle.
- Achieved 250% increase in lead generation and delivered 145% of annual qualified lead targets.
- Developed the company's first marketing and competitive intelligence program — win/loss analyses, internal alerts, and sales positioning tools.

Marketing Manager / Head of Marketing - A.D.A.M. (now Ebix Health) — Atlanta, GA

September 2001 – August 2008

- Built and executed the company's marketing strategy, contributing to revenue growth from \$9M to \$30M in four years.
- Increased renewal rates to 98% through lifecycle and customer marketing initiatives.

EDUCATION

Master of Science, Marketing · Georgia State University, Atlanta, GA · 2013

Bachelor of Business Administration, Marketing · Georgia State University, Atlanta, GA · 2002

TECHNOLOGY

Demandbase · Propensity · Crayon.io · CaliberMind · Pardot · HubSpot · Salesforce · SEMrush · Clay · LinkedIn Ads · Google Ads · ON24 · BigMarker · SalesLoft · Outreach · Databox · ZoomInfo · ChatGPT · Claude