

STEVEN ERICKSON

Senior B2B Marketing Professional

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SUMMARY

Senior B2B Marketing Professional with 14+ years of experience leading high-impact demand generation programs and product commercialization strategies. Recognized for bridging the gap between complex technical capabilities and market needs to craft compelling, value-based messaging that accelerates the buyer's journey. Expertise in architecting automated marketing systems, integrating CRM platforms, and utilizing data-driven insights to validate marketing strategies and accelerate lead generation. Adept at orchestrating cross-functional initiatives across product, sales, and operations to drive adoption and deliver measurable business impact.

PROFESSIONAL EXPERIENCE

Digital Enablement Manager, *Lenze Americas*

January 2025 - August 2026

- Spearheaded the product strategy for a B2B e-commerce platform relaunch, delivering a self-service ordering and account history portal that significantly strengthened relationships and ease-of-use for channel partners and distributors.
- Architected the data integration between the CRM system and the Marketing Automation platform to automate prospect lifecycle syncing, unlocking deeper intelligence on the customer journey and enabling highly targeted outreach campaigns.
- Engineered custom no-code automation solutions (Power Platform) to eliminate operational bottlenecks within Customer Experience workflows, reducing response times by 12% and capturing data to drive continuous process improvements.
- Architected a scalable, automated Voice of Customer (VoC) program utilizing real-time Power Platform triggers for proactive account intervention; reduced manual administrative overhead by 10 hours per week while structuring feedback into actionable, data-driven insights.
- Partnered with cross-functional departments to analyze legacy processes, independently designing and deploying automated, guard-railed workflows that generated structured data and empowered department heads to make data-driven decisions.

Digital Experience Manager, *Lenze Americas*

March 2022 - January 2025

- Directed the end-to-end strategy, development, and GTM launch of a digital migration tool to transition OEMs and distributors from a legacy 200-variant product line to a new 8,000+ variant series. Collaborated with Product Management to map complex transition logic, personally executing the design, technical build, and marketing campaigns to drive new product adoption.
- Spearheaded the strategy, design, and deployment of a custom "Find a Distributor" web application. Managed external development to build a territory-based (county-level) routing system that seamlessly connected end users with authorized regional distributors, effectively driving new lead generation for channel partners.
- Orchestrated the design and development of digital sales enablement tools for a product series with over 800 variants, simplifying an 18-character nomenclature into an intuitive selection interface to streamline the customer purchasing journey.
- Partnered with Product Managers and Channel Development teams to produce an annual series of 6–7 educational webinars, translating technical product specifications into value-based content for global distributor networks.
- Architected and optimized an indirect channel e-commerce strategy with stakeholders to drive digital sales growth.

Marketing Programs Specialist, *Lenze Americas*

July 2018 - March 2022

- Directed the regional campaign strategy for the North American relaunch of a B2B e-commerce platform (SAP Commerce Cloud), leveraging persona development and user research to influence global design and drive digital adoption.
- Executed targeted promotional campaigns for distributor-facing digital tools, successfully generating channel leads, improving partner relationships, and increasing content engagement by 37%.
- Optimized lead generation and nurturing in HubSpot by architecting advanced user segmentation and designing end-to-end webinar workflows with automated registration and follow-up sequences.
- Managed the end-to-end lifecycle of integrated marketing campaigns for a vast network of distributors, ensuring consistent brand messaging while driving regional demand generation.

Associate Brand Manager, *LendingClub*

April 2016 - June 2018

- Analyzed competitive intelligence and industry trends to drive the strategic development of targeted lead generation campaigns, ensuring alignment with market demand and brand positioning.
- Orchestrated the end-to-end launch and continuous optimization of omnichannel marketing campaigns, managing long-term execution to drive sustained customer acquisition.
- Synthesized primary market research, secondary data, and internal analytics to validate marketing strategies and uncover actionable insights for audience targeting.
- Collaborated cross-functionally to identify product, pricing, and process optimizations, while actively vetting and recommending new media sources to expand campaign reach and improve ROI.

Regional Marketing Coordinator, *DENTSPLY Implants*

April 2014 - April 2016

- Organized local educational programs, tradeshow activities and facility tours.
- Developed targeted marketing collateral for sales reps consistent with the corporate brand.
- Provided practice development and co-marketing support for key accounts.

TECHNICAL SKILLS

Product Commercialization	Demand Generation	CRM Integration	Sales & Channel Enablement
Campaign Strategy	Marketing Analytics	MarTech Platforms	Marketing Automation

EDUCATION

Nanodegree, User Experience, *Udacity*

April 2020 - June 2020

- Three month course covering research fundamentals, prototyping, and analyzing performance of designs.

Bachelor's Degree - Marketing, *Southern New Hampshire University*

August 2011 - May 2014

- GPA: 3.89, Magna Cum Laude
- Honor society: Delta Mu Delta