

JOSHUA PARKER

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INDUSTRIAL B2B MARKETING EXECUTIVE / VP MARKETING / SVP MARKETING / CMO

Revenue Growth | GTM Strategy | Digital Transformation | eCommerce | Channel Enablement | Sales Enablement

PROFESSIONAL SUMMARY

Industrial B2B marketing executive with 20+ years of experience leading revenue growth, go-to-market strategy, digital transformation, eCommerce, channel enablement, customer education, and sales-marketing alignment. Known for modernizing legacy commercial systems in manufacturing and distributor-led environments by connecting marketing, sales, operations, CRM, product launches, and executive reporting into measurable growth systems. Led initiatives that supported triple-digit cumulative revenue growth while helping scale digital revenue channels with sustained double-digit year-over-year growth across multiple years.

PROFESSIONAL EXPERIENCE

Director of Marketing & eCommerce

Melfred Borzall, Inc. | March 2016 – Present

Lead marketing, eCommerce, digital transformation, and go-to-market strategy for a privately held industrial manufacturer serving a specialized construction-adjacent B2B market. Own growth initiatives and annual marketing investment across brand, demand generation, CRM, eCommerce, distributor enablement, product launches, customer education, sales enablement, and reporting.

- Supported triple-digit cumulative revenue growth over tenure through integrated marketing, channel enablement, digital transformation, and sales alignment.
- Helped scale digital revenue channels with sustained double-digit year-over-year growth across multiple years.
- Led digital transformation across eCommerce, CRM, marketing automation, reporting, customer education, and sales enablement.
- Built and scaled the company's first eCommerce platform, improving customer access, product discoverability, and digital revenue visibility.
- Developed distributor education and certification infrastructure to strengthen product knowledge, channel engagement, and scalable training support.
- Directed go-to-market strategy for technical product launches, aligning messaging, sales tools, distributor communication, digital content, and launch execution around shared commercial objectives.

Founder / Fractional CMO & Marketing Consultant

Parker Allen Studios | 2014 – 2016

Founded and operated a marketing consultancy serving small and mid-sized businesses in professional services and local markets. Served as a fractional CMO and strategic advisor to business owners, helping clients clarify positioning, improve customer acquisition, and build more repeatable lead generation systems.

- *Provided fractional CMO leadership across brand positioning, local advertising, digital strategy, customer acquisition, and growth planning.*
- *Built lead generation systems that helped clients uncover and convert previously untapped revenue opportunities.*
- *Advised business owners on marketing priorities, budget allocation, campaign execution, and growth decisions.*

Marketing Operations Manager

EF Education First | 2011 – 2015

Led marketing operations, team coordination, budget forecasting, and cross-functional execution for an international education organization. Managed five direct reports and 40+ indirect staff across marketing, sales, academics, student services, and operations, helping align people, processes, and performance goals across multiple departments.

- Led cross-functional teams across marketing, sales, academics, student services, and operations to improve alignment around enrollment, service delivery, and performance goals.
- Managed budget forecasting and resource planning to support operational efficiency and program profitability.
- Partnered with global leadership on marketing and operational initiatives supporting international growth.

Territory Sales Manager

Patterson Dental Supply | 2007 – 2011

Led territory growth, sales management, CRM adoption, and customer relationship development in the dental supply industry. Built trusted relationships with dental practices and business owners while using CRM discipline, customer service, and targeted sales strategies to grow account value, improve retention, and expand market share.

- Expanded territory performance through strategic account management, relationship development, and consistent customer follow-up.
- Supported market share growth through targeted sales strategies, local marketing efforts, and improved customer engagement.

Creative Director

Melaleuca: The Wellness Company | 2004 – 2007

Led creative execution across brand development, digital campaigns, print collateral, catalog production, and customer-facing marketing materials. Managed production workflows for catalogs, online content, promotional materials, and digital marketing assets.

EDUCATION & CERTIFICATIONS

- **Cornell University**
Professional Certificate, Marketing AI — 2026
- **University of Massachusetts**
Master of Business Administration, Entrepreneurship — 2020
- **Brigham Young University–Idaho**
Bachelor of Arts, Communications — 2007

PUBLISHED THOUGHT LEADERSHIP ARTICLES

- “The Human Edge in an AI World” — Underground Infrastructure Magazine.
- “3 Marketing Essentials for HDD Contractors” — Trenchless Magazine.
- “3 T’s to Beat the HDD Labor Shortage Crunch” — Trenchless Magazine.
- “From Opportunity to Output: What the Next Decade Will Require of Us” — Trenchless Magazine.