ANDREW “ANDY” KRAUS

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Senior Demand Generation & ABM Marketer | Intent-Led Segmentation | Sales-Aligned Pipeline Campaigns | B2B Tech

Senior IC demand generation and ABM marketer with 10+ years in B2B tech, building account-based programs from account selection and intent segmentation through multi-channel activation, Sales/BDR handoff, and optimization. Strongest where targeting, message, and Sales motion need to line up, turning broad account universes into focused, Sales-ready campaign plays.

SKILLS

- **Demand & ABM:** Demand Generation, Lead Generation, Account-Based Marketing (ABM), Intent Data (6sense), Account Segmentation, ICP/TAL Prioritization, MQA / MQL Programs, Pipeline Marketing, Full-Funnel Campaigns, Nurture Campaigns
- **Channels & Execution:** Paid Media (LinkedIn, DV360, Google Ads), Content Syndication, Email, Landing Pages, Webinars & Events, A/B Testing
- **Stack & Alignment:** Marketing Automation (Eloqua, Marketo), Salesforce, Power BI, Adobe Analytics, Sales / BDR-SDR Handoff, RevOps Partnership, Funnel Measurement

EXPERIENCE

HP, Remote **November 2022 - November 2025**

Senior Marketing Campaign Manager, AI PC, November 2024 - November 2025

- Owned AI PC demand generation strategy on a $3M+ budget, partnering with Sales and RevOps to turn an 11,000+ mid-market account universe into an account-first 6sense program.
- Built intent- and stage-based 6sense segments across awareness, consideration, and evaluation, then activated them across paid media, email, landing pages, and content syndication.
- Improved account engagement from 5% to 13.46% and reduced cost per landing-page view from $6.94 to $1.55 quarter over quarter, using AI-assisted reporting to optimize in-flight.
- Prioritized the top 20-30 MQAs from the 11,000-account universe each cycle, giving BDRs and Sales a focused target set tied to active intent and journey stage.
- Managed Windows 11 upgrade demand campaigns across Microsoft, Intel, and AMD alliance partner motions, then used post-launch performance data to refine landing-page and partner messaging with Worldwide and agency teams, lifting click-through from 0.84% to 2.3%.

Marketing Campaign Manager, SMB Segment, November 2023 - November 2024

- Launched HP's first dedicated SMB demand generation program on a $2M+ budget, building the segment framework, buyer journey, and channel mix for a new audience.
- Designed an awareness-to-evaluation journey for SMB IT buyers across paid, search, nurture, and web, creating a repeatable model later scaled to mid-market.
- Built repeatable brief, media handoff, and creative workflows to improve quarter-start readiness across global, agency, and media teams.

Marketing Campaign Manager, Poly (Hybrid Work Solutions), November 2022 - November 2023

- Directed multi-channel demand programs for Poly's hybrid work portfolio, spanning install-base engagement, net-new paid acquisition, and lead-gen programs across headsets, video, and Rooms.
- Managed lifecycle email to the install base across 50+ touches reaching 100,000 to 185,000 contacts per send, A/B testing subject lines and CTAs to drive upgrade and expansion engagement.

- Ran paid media across LinkedIn, DV360, and Google Search, generating 888 lead-gen form submissions, while coordinating BDR/SDR feedback loops to improve audience, message, and follow-up alignment.

POLY, Remote **July 2021 - November 2022**

Vertical Marketing Specialist, Contact Center & Financial Services

- Built and launched Poly's Contact Center and Financial Services verticals end to end, spanning messaging, email, webinars, paid media, landing pages, and sales collateral.
- Generated 2,500+ leads through vertical-specific campaigns and re-established the Contact Center vertical after more than a year of inactivity.
- Developed persona-based web experiences that sharpened relevance for priority buyers across each vertical.

CDW, Chicago, IL **June 2015 - September 2020**

Program Manager, Microsoft Cloud Solutions (CSP), July 2018 - September 2020

- Directed go-to-market programs that scaled Microsoft CSP adoption across commercial, education, and nonprofit segments.
- Generated 5,000+ leads through targeted campaigns and supported 104% year-over-year revenue growth.
- Launched Azure, nonprofit, and education CSP offerings and equipped Sales with positioning and adoption collateral.
- Built custom subscription reporting that improved data accuracy and eliminated manual, error-prone processes.

Brand Manager, Plantronics, June 2015 - July 2018

- Managed a $60M vendor partnership, owning positioning, launch planning, MDF allocation, and sales enablement.
- Aligned go-to-market programs with Sales priorities and reinvested MDF into enablement and account-penetration campaigns.

THE BRADFORD EXCHANGE, Niles, IL **November 2013 - May 2015**

Marketing Associate

- Directed marketing strategy for 100+ consumer products across 20 categories, connecting customer insight to campaign and product decisions.
- Executed segmentation-driven campaigns and delivered research that informed multiple product launches.

EDUCATION

Bachelor of Science Marketing
Indiana University - Kelley School of Business
Minor: Psychology