

# JOEL ARABIA

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## MARKETING LEADERSHIP

Over the course of my tech career, I've learned how to build early-stage Marketing practices, operate mature full-stack practices and keep a company's revenue growing.

## FULL STACK SKILLS

Demand Generation  
Go-to-Market  
AI Martech

Partner Marketing  
Brand Building  
Digital Marketing

Operations and Data  
Global Campaigns  
Social Selling

## EXPERIENCE

**COMOTION**, Seattle, WA 2024-Present

I'm currently acting as a **Head of Marketing** helping academic teams bring their IP to market and earn their first dollars. Regardless of company size, I lead with a content marketing strategy.

**MICROSOFT**, Redmond, WA 2021-2023

In my recent role as **Chief of Staff, Partner Go-to-Market**, I fueled Partner recruitment, go-to-market and co-selling sales teams through strategy and opps using a \$30M budget and 500 heads. We achieved an on-target 27% YoY increase in US Partner-led revenue. I also scrapped our business review cycle in favor of OKRs, which reclaimed (believe it or not) 175 hours per quarter for the organization.

**RADWARE**, Mahwah, NJ 2020-2021

Recruited from a competitor, I hit the ground running as **VP, Corporate Marketing**. We delivered campaigns, inside sales, paid advertising, creative, brand and social. Under my leadership, the team's output went from \$2M to \$10M during my first year and \$17M in my second. Other results include earning Radware #1 in press and #2 in social share-of-voice among our 5 top competitors.

**F5**, Seattle, WA 2016-2019

Following my promotion to **VP, Demand Gen**, I turned around a group of digital, field and Partner marketing teams, taking our results from 52% to 110% of a \$1.5B pipeline target within the first 3 quarters of my leadership. In addition, I continued to lead Strategy and Operations.

I was initially hired as **Sr. Director, Strategy and Operations** and represented global Marketing on a McKenzie/F5 team tasked with planning how to grow from \$2B to \$5B within 5 years. I also led the retooling of our MarTech stack from point solutions to the Adobe platform and built a team of data scientists and analysts capable of sales propensity modeling with 80% accuracy.

#### **TORVUS, Seattle, WA 2015-2016**

After earning my MBA, I worked as **Head of Marketing** at Torvus, a startup that replaced manual construction operations with automated jobsite services. Importantly, I learned how to right-size marketing for early-stage companies and ultimately guided Torvus through the sale of its IP.

#### **MICROSOFT, Redmond, WA 2003-2014**

Prior to my MBA, I was promoted to **Director, Global ABM** and managed a global team of Field Marketers and Content Managers. We ran our self-developed playbook against Microsoft's top 100 customers including brands like BMW, Unilever and Fujitsu. Revenue grew by 3% per targeted account.

In my first roles at Microsoft leading to **Sr. Product Marketing Manager**, I supported 4 major product launches. I learned that the basics—customer needs, product-market fit, competitive analysis and go-to-market—are 1. never finished because tech never stands still, and 2. the best initial marketing investment a startup can make.

### **EDUCATION**

#### **UNIVERSITY OF WASHINGTON**

MBA, Full Time Executive  
Foster School of Business

#### **MONTCLAIR STATE UNIVERSITY**

Bachelor of Arts, English  
Computer Science Minor

### **CITIZENSHIP**

United States, Italy