

# LOREN BROWN

## CHIEF MARKETING OFFICER

Austin, Texas · (949) 677-8318 · [Loren@LorenBrown.com](mailto:Loren@LorenBrown.com) · [linkedin.com/in/lorenbrown](https://www.linkedin.com/in/lorenbrown)

## SUMMARY

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Chief Marketing Officer who has twice built marketing organizations that carried companies from early stage to market leadership — including ShiftKey, where marketing drove growth from roughly \$10M to a \$2B valuation in under three years. Twenty-plus years spanning venture-backed B2B SaaS, healthcare workforce technology, proptech, and Fortune 100 enterprise accounts. Builds revenue marketing engines from zero: demand generation, ABM, category creation, product marketing, brand, and full-funnel attribution. Early and practical adopter of AI across content production, campaign operations, and go-to-market execution. Held Agency of Record status across three AT&T divisions for thirteen years.

## CORE COMPETENCIES

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Go-to-Market Strategy · Demand Generation · Account-Based Marketing (ABM) · Revenue Marketing · Pipeline Growth · Category Creation · Product Marketing · Brand Strategy · Marketing Attribution · Marketing Analytics · AI-Enabled Marketing Operations · Content Strategy · SEO / SEM · Programmatic Media · Paid Social · Media Buying · Marketing Budget & Forecasting · Team Building & Leadership · Executive & Board Communication · Fundraising Support · M&A Integration · Enterprise & Fortune 100 Client Management · Higher Education & Public Sector GTM · Product Launch · Partner & Channel Marketing

## PROFESSIONAL EXPERIENCE

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### Chief Marketing Officer | Occuspace, Inc.

Austin, Texas · February 2024 – Present

*Venture-backed space utilization and occupancy intelligence platform serving 100+ colleges and universities and dozens of Fortune 500 enterprises. \$14M raised to date.*

- Own full marketing strategy and execution as the company's first CMO, spanning demand generation, product marketing, brand, content, and go-to-market across higher education, commercial real estate, and federal sectors.
- Led marketing and positioning through the company's \$6M Series A (March 2025, led by Lewis & Clark Ventures with Shadow Ventures, Okapi Ventures, Cove Fund, and Hamilton Ventures), bringing total funding to \$14M.
- Supported sustained growth of more than 100% year over year, expanding the customer base to 100+ higher education institutions.
- Expanded higher education footprint by 80+ new institutional customers while growing deployments across 20 existing campuses.
- Built the go-to-market motion for a new federal vertical, supporting a partnership addressing 180M+ square feet of federal real estate.
- Directed the launch of a next-generation micro sensor product line targeting meeting rooms and flex spaces, opening the commercial office segment.
- Created the company's flagship original research program — a national space utilization index analyzing 10,000 spaces across 40M+ square feet at 100+ campuses — establishing category authority and generating national trade and business press coverage.
- Built and scaled the marketing technology and attribution stack; deployed AI across content production, campaign operations, and research synthesis to hold agency-quality output at startup headcount.
- Rebuilt go-to-market operations around AI, delivering in near real time what previously required teams of 15+, and growing pipeline 5x in 16 months against competitors with 10x the capital.

### Chief Marketing Officer / Vice President of Marketing | ShiftKey, LLC

Irving, Texas · September 2018 – January 2024

*Healthcare workforce marketplace connecting independent licensed professionals with facilities nationwide. Grew from approximately \$10M to a \$2B valuation during tenure.*

- Founded and built the marketing organization from zero to 30+ employees in 2.5 years, spanning demand generation, brand, creative, content, product marketing, affiliate, and influencer functions.
- Drove growth by a factor of 20 in two years — from roughly \$10M to a \$2B valuation — establishing category leadership in healthcare workforce technology.
- Designed and executed multi-channel acquisition programs targeting both supply (licensed healthcare professionals) and demand (hospitals and post-acute facilities) sides of the marketplace.

- Built a nationwide AI-driven nurse recruitment engine that expanded per-diem supply nearly twentyfold, making ShiftKey the platform of choice for hospitals and directly improving revenue and margin.
- Built an automated real-time customer support system linking chat keywords to rich media content — eliminating the daily unanswered ticket backlog while improving user experience and reducing cost.
- Owned the marketing P&L, budget forecasting, and board-level performance reporting; ran full-cycle media buying, contract negotiation, and channel-level attribution to optimize return on marketing investment.
- Partnered with executive leadership through the acquisition of OnShift, roughly doubling corporate scope, and led brand and communications integration.
- Recruited, hired, and developed 25+ internal and external specialists including digital strategists, conversion copywriters, designers, and affiliate teams.

## **Co-Founder & Chief Marketing Officer** | PlanView Communications

Austin, Texas · April 2003 – August 2020

*Full-service creative and digital marketing agency serving mid-market through Fortune 100 clients across telecom, technology, real estate, and consumer categories.*

- Co-founded and led the agency for 17 years, building the client roster to 40+ brands including AT&T, Samsung, Canon USA, AARP, Accenture, Lennar Homes, National Instruments, Sharp, and ViewSonic.
- Earned and held Agency of Record status across three AT&T divisions — AT&T Mobility, AT&T Global, and AT&T Business — for thirteen consecutive years.
- Designed and delivered a proprietary SaaS-style cloud fulfillment platform that replaced AT&T's legacy asset request and fulfillment protocols across those divisions.
- Delivered advanced digital capability to enterprise clients including SEM/SEO, programmatic display, mobile device ID targeting, and poly-geofencing.
- Built and sustained direct relationships with Fortune 100 executives and business owners; led market research, vendor evaluation, and strategy for every account.
- Engaged with ShiftKey as an external marketing department before joining full-time to build the internal organization.

## **Creative Services Division Director** | FORMA, Inc.

Irvine, California · September 2001 – April 2003

*Architecture and land development consulting firm serving national builders and municipalities across the southwestern United States.*

- Launched and led a new interactive division delivering 2D/3D visualization, business communications, and multimedia marketing to major land developers.
- Hired and managed a team of 20+ designers, animators, programmers, and project managers.
- Served national builders and public agencies including Ladera Ranch, Greer Ranch, and the Cities of Irvine, Newport Beach, and Palm Springs.

## **EDUCATION**

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Bachelor of Business Administration, Management (Minor: Marketing)

George Fox University · Newberg, Oregon

## **TECHNICAL SKILLS**

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Marketing & Analytics: HubSpot, Marketo, Salesforce, Google Analytics 4, Looker, Mixpanel, Intercom, TypeForm, Google Search Ads, Meta Ads, LinkedIn Campaign Manager, TikTok Ads

AI & Automation: Claude, ChatGPT, AI content and campaign operations, generative creative production, research synthesis, marketing workflow automation

Web & Product: WordPress, Headless CMS architectures, HTML, landing page and conversion optimization, A/B testing

Creative Production: Adobe Creative Suite, DaVinci Resolve, Cinema4D, Pro Tools, broadcast and studio video production, FAA-certified commercial drone and aerial cinematography

Operations: Asana, Jira, Miro, Slack, Notion