



# Eric Howard

GLOBAL HEAD OF MARKETING

**Enterprise Marketing Leadership | AI-Driven Growth Strategy | Digital-First Brand Elevation**

Chief Marketing Officer with 20+ years of experience leading enterprise marketing strategy, driving digital transformation, and accelerating revenue growth across global B2B organizations. Proven ability to modernize marketing operations, elevate brand positioning, and build high-performing teams that deliver measurable commercial impact. Expert in demand generation, product positioning, MarTech modernization, and customer-centric growth. Known for simplifying complexity, aligning cross-functional teams, and executing with operational rigor to strengthen market leadership and long-term business performance.

## PROFESSIONAL EXPERIENCE

### 2025 – Present

Simio – Sewickley, PA

#### Chief Marketing Officer [CMO]

Recruited back into Simio to lead enterprise-wide marketing strategy, accelerate growth, and strengthen market leadership. Oversee brand, positioning, demand strategy, communications, marketing operations, and MarTech modernization while shaping corporate strategy and long-term business performance.

#### Key Contributions:

- Delivered 3× user growth and 4× market visibility through a digital-first transformation, SEO acceleration, and a complete rebuild of simio.com on a scalable, enterprise-ready platform.
- Achieved record new-logo acquisition, driven entirely by organic marketing, social media, and strategic nurturing of previously unqualified inbound leads.
- Increased website users by 291% YoY and pageviews by 66% YoY, while improving engagement depth by ~50%.
- Expanded organic search impressions by 413% and organic clicks by 41%, strengthening non-brand visibility across simulation, digital twin, APS, and global search categories.
- Built a high-intent conversion engine generating 150–300+ monthly downloads, 24–54 Meet-the-Expert completions, and a new Contact Us channel contributing immediate sales-ready pipeline.
- Drove sustained distribution growth across LinkedIn, YouTube, email, and webinars, creating a repeatable, year-long rhythm of awareness, engagement, and conversion.
- Led the full migration from WordPress to HubSpot CMS, improving speed, stability, personalization, automation, lead scoring, and execution velocity.
- Launched the Simplified with Simio book series and strengthened Simio Sync as a flagship community platform, elevating thought leadership and executive-level brand perception.
- Modernized the MarTech ecosystem to improve insight, scalability, and execution speed, enabling more accurate forecasting and higher-quality pipeline contribution.
- Built and led a high-performing marketing organization focused on accountability, creativity, and measurable business impact.

## Contact

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theerichoward.com

## CORE COMPETENCIES

- Enterprise Marketing Strategy
- Digital Transformation
- Data-Driven Decision Making
- Brand Positioning
- Demand Generation
- Customer-Centric Growth
- Organizational Leadership
- Change Management
- Revenue Optimization
- SEO/SEM/GEO (AI Search)
- Performance Marketing
- MarTech Modernization
- Cross-Functional Alignment
- Thought Leadership Engines
- Global Go-to-Market Strategy

# PROFESSIONAL EXPERIENCE

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2023 – 2025

Troy Group – Wheeling, WV

## Director of Marketing

Led strategic initiatives for a global B2B marketing organization, managing a multimillion-dollar budget and a team of six. Modernized digital operations, strengthened channel performance, and improved revenue contribution across both enterprise sales and the Shopify online store.

### Key Contributions:

- Delivered 125%+ to budget for the Shopify online store by modernizing the customer experience, upgrading outdated technology, and introducing bundling, subscribe-and-save, and competitive positioning strategies.
- Increased reseller and distribution partner pipeline by 15% through improved engagement, targeted programs, and stronger channel alignment.
- Significantly reduced CAC by restructuring paid search strategy and shifting to Google Performance Max.
- Modernized the marketing technology ecosystem, improving data accessibility, customer insights, and campaign efficiency across Shopify, HubSpot, ZoomInfo, and integrated systems.
- Rebuilt and restructured the marketing organization, elevating skill depth, accountability, and execution speed across digital, demand generation, and operations.
- Introduced new operating rhythms, KPIs, and performance frameworks that improved transparency, forecasting accuracy, and cross-functional alignment.
- Strengthened team culture and performance during a period of organizational change, improving morale, collaboration, and ownership.
- Increased web traffic by 15% and leads by 51.4% within six months through targeted campaigns and improved digital execution.
- Optimized budget allocation and vendor contracts, reducing spend by 12% while increasing output quality and marketing efficiency.

2022

Orange Logic – Irvine, CA (Remote)

## Head of Marketing Operations

Oversaw marketing operations, content, and digital programs for a global DAM software company. Led a team of four and partnered closely with sales and product to improve lead generation, brand consistency, and operational efficiency.

### Key Contributions:

- Increased website traffic by 2x through SEO improvements, content optimization, and stronger digital execution.
- Built and managed marketing and sales budgets, improving accountability and operational discipline.
- Developed brand guidelines and launched a new company website, strengthening brand consistency and improving customer experience.
- Improved lead generation by optimizing digital campaigns across Google Ads and LinkedIn.
- Enhanced marketing automation programs to improve lead flow and nurturing effectiveness.
- Strengthened cross-functional collaboration, improving campaign execution speed and operational clarity.



*“Eric has a can-do and-get-it-done attitude and approach to work. He is a strong multi-tasker and does not shy away from projects that require research and forging new paths. He accomplishes a tremendous amount and then some! His contributions to Simio are felt and seen across all aspects of the company.”*

*– Howard C., CEO, Simio*

# PROFESSIONAL EXPERIENCE

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2015 – 2022

Simio – Sewickley, PA

## Vice President of Marketing

Promoted to lead global marketing strategy, community engagement, and early digital transformation initiatives during a period of rapid company growth. Oversaw conferences, academic programs, demand generation, and brand expansion while strengthening alignment across sales, product, and executive leadership.

### Key Contributions:

- Created and scaled Simio Sync, transforming it from a small 75-person event into a flagship global conference with 800 attendees and establishing Simio as a leader in simulation and digital twin thought leadership.
- Strengthened pipeline performance by orchestrating multiple virtual and onsite conferences that deepened customer engagement, expanded case study development, and improved sales alignment.
- Expanded global academic adoption from 650 to 1,200+ institutions by building partnerships, recruiting professors, and establishing a structured judging panel for student competitions.
- Established account-based marketing programs that secured Simio's placement on enterprise software standards lists across major organizations.
- Increased lead generation by 170 percent and website traffic by 730 percent through early digital transformation, SEO improvements, and marketing automation initiatives.
- Strengthened brand visibility and community engagement through targeted LinkedIn and social campaigns that expanded reach among students, educators, and industry professionals.
- Built and mentored a growing marketing team, improving collaboration with sales and product while elevating execution quality and operational discipline.

Simio – Sewickley, PA

## Director of Marketing

Led digital marketing, CRM development, and foundational MarTech modernization efforts. Built the systems, processes, and digital infrastructure that enabled Simio's long-term scalability and growth.

### Key Contributions:

- Redesigned the company website and implemented CRM and marketing automation platforms including Dynamics, Salesforce, Marketo, and Act-On to transition Simio into a digital-first organization.
- Strengthened Simio's academic presence by launching targeted outreach programs and building early relationships with professors and institutions.
- Built Simio's first modern digital marketing foundation, including CRM, automation, SEO, and ABM programs that enabled long term lead generation and traffic growth.
- Improved organizational productivity by resolving operational issues and optimizing sales and marketing budget allocation.
- Onboarded major enterprise customers including SAP, Microsoft, Bayer, and Accenture through new user conferences and targeted engagement programs.
- Led outbound email strategy including segmentation, HTML template development, and quality assurance to improve deliverability and conversion.
- Created lead nurturing programs that improved value delivery across the sales funnel, including post-purchase.



*“Eric consistently pushed our organization forward, bringing structure, professionalism, and fiscal discipline while elevating our technology stack and building a highly capable team.” – Ari M.*

*–VP of Sales & Marketing, TROY Group*

## EARLIER EXPERIENCE

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### 2012 – 2015

Independent Consultant – Pittsburgh, PA

#### Self

- Increased social media content views by 2,200 percent and engagement by 1,200 percent through SEO and digital strategy.
- Developed sales and marketing roadmaps and redesigned websites for six clients.

### 2012 – 2014

SmartShake – Pittsburgh, PA

#### Digital Brand Manager

- Increased page views by 300 percent through digital promotions and social strategy.
- Strengthened channel sales and brand recognition through ambassador programs.

### 2010 – 2013

Bakery Barn – Pittsburgh, PA

#### Brand Director

- Led the market entry and national launch strategy for FortiFX, driving multi-million-dollar sales and contributing directly to the brand's acquisition.
- Strengthened brand positioning and expanded domestic and international distribution channels through targeted campaigns, product innovation, and strategic retail partnerships.

### 2008 – 2010

Ultimate Nutrition – Farmington, CT

#### Marketing Director

- Expanded international markets by 55 percent through tailored product development, localized marketing programs, and strengthened distributor relationships.
- Directed global advertising across digital, print, radio, and events, elevating brand visibility and supporting sustained international revenue growth.

### 2006 – 2008

General Nutrition Centers (GNC) – Pittsburgh, PA

#### Associate Brand Manager

- Achieved 40 percent sales growth for the GNC Pro Performance line through product design, category strategy, and data-driven merchandising improvements.
- Increased Sports Nutrition Bar category sales by 27 percent by launching new products, optimizing packaging, and strengthening vendor partnerships.

## Education

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### MASTER IN BUSINESS ADMINISTRATION (MBA)

University of Pittsburgh – Katz Graduate  
School of Business – Pittsburgh, PA

### BACHELOR OF Science in Marketing

Grove City College  
Grove City, PA

## Associations

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• American Marketing Association (AMA) Pittsburgh

• University of Pittsburgh CMO AI Roundtable Member