

JOANNA BUNTEN

B2B + B2C + B2G / BRAND / GO-TO-MARKET

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Marketing executive and founder with 20+ years of experience across enterprise, SaaS, technology and consumer brands. I lead commercialization, integrated campaigns and MarTech transformation.

\$1B

J.B. HUNT 360 REVENUE

\$30M

OMNICHANNEL STRATEGY

40

IN-HOUSE TEAM

PROFESSIONAL EXPERIENCE

Bunten & Associates

Founder and CEO / Marketing Consultant

NOV 2020 - PRESENT

- Deliver strategic marketing consulting for startups, mid-sized organizations and Fortune 500 companies in SaaS and technology.
- Lead go-to-market strategy, product commercialization, positioning and full-funnel demand generation across B2B, B2C and B2G.
- Build revenue-based marketing models and optimize buyer journeys, conversion funnels and lifecycle programs to improve ROAS and pipeline velocity.
- Implement operational efficiencies that reduced costs by 15%; design MarTech stacks that improved acquisition and retention rates by up to 60%.
- Manage website and app builds using SEO, SEM, UX and e-commerce strategies to increase self-service adoption.

J.B. Hunt

Head of Marketing

NOV 2015 - NOV 2020

- Led marketing and communications for a \$10B enterprise and five business units, managing a 40-person team and national agency partners.
- Directed a \$30M omnichannel strategy with 60% digital allocation; commercialized J.B. Hunt 360, generating \$1B in marketplace platform revenue.
- Oversaw product marketing, positioning, messaging, sales enablement and competitive intelligence for a multi-sided digital marketplace.
- Designed CRM, CMS and automation strategies that increased win rates by 28%. Led demand generation and lifecycle marketing from acquisition through retention.
- Developed account-based marketing and sales enablement that grew SMB segments by up to 35% and enterprise wallet share by up to 17%.
- Led trade shows, sponsorship activation, brand development, PR and crisis communications; produced case studies, white papers and testimonials.

CORE STRENGTHS

GTM and commercialization
 Leadership and P&L
 Account-based marketing
 Demand generation
 Customer experience
 Research and partnerships

MARTECH + DATA

CRM + AUTOMATION

Salesforce, Marketing Cloud,
 HubSpot, Marketo, Pardot,
 Dynamics 365

ANALYTICS

Google Analytics 360, Google Data
 Studio, Power BI, Tableau

WEB + SEARCH

Adobe Experience Manager,
 Shopify, Wix, WordPress,
 Squarespace, Drupal, Sitecore,
 SEMrush, Conductor, Similarweb

MEDIA + SOCIAL

Paid search, programmatic,
 display, video; Birdeye, Hootsuite,
 Sprout Social, LinkedIn, Facebook,
 TikTok, YouTube

CUSTOMER INSIGHTS

Qualtrics, Hotjar, Amplitude

EDUCATION

MBA, 2008
 BBA, 2005, Magna Cum Laude
 University of Arkansas at Little
 Rock

Digital Marketing Strategy
 Certificate
 Harvard Continuing Education,
 2019

PROFESSIONAL EXPERIENCE

Arkansas Scholarship Lottery

Marketing and Advertising Director

JUL 2009 - NOV 2015

- Founding employee who established marketing operations and contributed to \$350M in annual revenue.
- Led product go-to-market strategy and omnichannel campaigns with a \$7M budget, managing creative, agencies, media and digital strategy.
- Developed the website, mobile app and a loyalty club with 350,000 members.
- Used attribution modeling, DSP partnerships, A/B testing and research to improve digital performance and customer experience.

Dillard's

Advertising Media Director

SEP 2006 - JUN 2009

- Led branding for a \$7B retailer across eight divisions, including "The Style of Your Life" campaign work.
- Managed a \$30M national media budget and secured up to \$1M in earned media monthly through national PR programs.
- Oversaw promotions, events and partnerships, including Condé Nast.

EARLIER EXPERIENCE

Dillard's / Associate Business Manager

June 2005 - September 2006

Analyzed \$100M+ advertising budgets, media distribution and sales lift to guide spending decisions.

FOUNDER WORK

Connect / Created a professional and community connection initiative designed to extend across multiple cities.

POVRZI SE / Developing a workforce and community platform connecting people with work, skills, mentors, employers and resources, beginning in North Macedonia.

ADVISORY + LEADERSHIP

TranzHalo, 2021-2023; Chainifi, 2022-2023; University of Arkansas Advisory Board, 2006-2009; Forrester B2B Advisory Council, 2017-2020; Leadership Greater Little Rock, Class XXVII.