

FRED SAUNDERS

Chief Marketing Officer | SVP Marketing

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EXECUTIVE SUMMARY

Marketing executive with 25+ years leading brand, corporate communications, and go-to-market strategy for high-growth, regulated-industry B2B SaaS and financial services companies. Has built and scaled marketing organizations of up to 180 people and \$100M+ in annual investment (Autodesk), and led enterprise repositioning and first-ever corporate marketing functions inside venture- and growth-equity-backed businesses (OneTrust: \$550M ARR, ~\$4.5B valuation, backed by TCV, Insight Partners, and Coatue). Deep fluency in regulated markets — financial services, compliance, and data governance — spanning Bankrate, BNP Paribas/Bank of the West, LendingTree, Charles Schwab, and OneTrust. Proven talent developer with a track record of promoting marketing leaders into executive roles; trusted advisor to CEOs, boards, and C-suite peers, and a driver of AI-forward marketing transformation across brand, content, and operations.

CORE EXECUTIVE COMPETENCIES

Brand & Category Positioning • AI-Enabled Marketing Transformation • Corporate & Executive Communications • M&A Brand Integration • Product Marketing & GTM Strategy • Regulated Industries (Financial Services, Compliance, Data Governance) • PE/VC-Backed Growth-Stage Leadership • Talent Development & Team Building • Voice-of-Customer & Market Research • Board & C-Suite Partnership • Demand Generation Partnership

PROFESSIONAL EXPERIENCE

OneTrust 2025 – Present

VP, Corporate Marketing

AI-Ready Governance Platform for privacy, security & data governance • \$550M ARR, ~\$4.5B valuation • Backed by TCV, Insight Partners, Coatue, SoftBank • 14,000+ customers

Leads Brand, Creative, Corporate & Executive Communications, Internal Communications, Content, Customer Marketing, Events, Social, and Corporate Narrative • 25-person global team, 6 direct reports • ~\$12–15M annual marketing investment

- **Led an enterprise-wide repositioning**, redefining the company's mission, vision, value proposition, and messaging around AI-Ready Governance, and directing OneTrust's first comprehensive brand transformation — visual and verbal identity, brand personality, and logo evolution.
- **Built OneTrust's first integrated Corporate Marketing organization**, consolidating ten previously disparate disciplines into a single 25-person global team with new operating models and workflows.
- **Established OneTrust's first brand health measurement program** and expanded customer insight capabilities — market research, surveys, message testing, and customer advisory initiatives — while launching the company's first executive thought leadership program on AI governance and responsible innovation.
- **Championed AI adoption across Marketing**, introducing enterprise tools including ChatGPT, Claude, Adobe Firefly, Canva, and Gamma, and partnering with IT to implement AI-enabled brand governance company-wide.
- Led research identifying awareness gaps limiting funnel performance, driving strategic changes that improved awareness-to-consideration conversion by as much as **47%**.
- Secured recognition in Fortune Future 50, Forbes Cloud 100, Fortune Cyber 60, and Fast Company's Next Big Things in Tech through an integrated communications strategy.

Brand Motion 2023 – 2025

Founder & Principal

Independent marketing advisory practice

- Engaged by venture capital firms, including **Fiat Growth**, to build go-to-market strategy and brand positioning for early-stage portfolio companies, primarily in FinTech.
- Developed data-driven B2B GTM strategies for client engagements, contributing to revenue and engagement gains within 12 months.
- Built strategic partnerships that strengthened brand visibility, market credibility, and demand generation for client organizations across multiple channels.

Autodesk 2018 – 2023

VP, Global Brand Marketing, Communications & Social Impact

Global enterprise SaaS leader, design & manufacturing software

~180-person global organization across 16 countries • ~\$100M annual marketing investment • Marketing Leadership Team member

- Led Autodesk's enterprise brand transformation, strengthening global awareness, consideration, and market perception in support of long-term business growth.
- **Unified Brand, Creative, Communications, Content, Events, Sustainability, and Foundation** into a single integrated global marketing organization of ~180 professionals across 16 countries, improving collaboration and operational effectiveness.
- Partnered with executive leadership on enterprise platform strategy and portfolio alignment, and led executive communications and corporate storytelling supporting the CEO, executive leadership, and Board through major company initiatives.
- Directed Autodesk University's transformation into a world-class hybrid experience, scaling participation from 14,000 to over 100,000 and generating significant business impact.
- **Developed and promoted multiple senior marketing leaders into executive roles**, building a culture centered on collaboration, accountability, and innovation.
- Increased global brand awareness by 12% while influencing more than \$13M in qualified sales pipeline.

Bankrate / CreditCards.com 2016 – 2018

SVP, Head of Corporate Marketing and Brand

Publicly traded consumer financial services company

- **Led brand integration across a multi-brand portfolio**, unifying six distinct card-related businesses into one cohesive brand architecture and product positioning within 12 months — ensuring consistent messaging as the portfolio expanded.
- Developed and executed a comprehensive B2C marketing and PR roadmap aligned to growth strategy, partnering with the acquisition marketing team to support a 10% increase in customer acquisition within 12 months.
- Enhanced marketing effectiveness by integrating advanced attribution models and fostering cross-functional collaboration that improved ROI company-wide.

BNP Paribas / Bank of the West 2015 – 2016

SVP, Head of Brand, Advertising and Marcom

Regulated global banking institution

- Spearheaded a marketing roadmap grounded in customer insight, improving acquisition strategy and brand engagement across the bank's business lines.
- Built a strong partnership with BNP Paribas global leadership, aligning marketing efforts to strengthen brand identity and customer loyalty across channels.

LendingTree 2012 – 2015

SVP, Corporate Marketing and Brand

Publicly traded consumer financial services marketplace

- Led development of brand messaging aligned to CRM strategy, achieving a 25% boost in customer retention and sustained revenue growth.
- Built out agency engagement strategy, team structure, and CRM capabilities within 6 months, improving operational efficiency.
- Developed a company-wide social media strategy that increased customer engagement 12% across all LendingTree verticals.

Earlier Executive & Agency Experience

- **The Buntin Group**, Partner/EVP, Director of Client Services (2009–2012) — drove a 30% increase in agency revenue within 24 months; led global sponsorship activation for Royal Bank of Canada.
- **Havas New York/San Francisco**, Group Account Director (2004–2009) — led strategy for the \$130MM Charles Schwab account, achieving a 36% increase in New-to-Firm and Net New Assets in one year.
- Additional early-career leadership roles: J. Walter Thompson (Sun Microsystems, Java, Ariba); Havas New York (Juniper Networks, Intel); Quokka Sports/Quokka.com (Intel); Goldberg Moser O'Neill (Dell, Microsoft, LucasArts).

EDUCATION

Wake Forest University — B.A., English (Major), Communications (Minor)

HONORS & AWARDS

B2B Campaign of the Year (Adweek) • Effie Award • Grand Ogilvy Award • Gold Ogilvy Award • Gold & Silver Financial Communications Society Awards • Adweek "Buzz" Digital Award • Harvard Business School Case Study