



## DAVID GADARIAN

DIGITAL MARKETING LEADER

### ABOUT

Outcome oriented digital marketing executive with deep B2B enterprise software marketing expertise. A motivator with a proven ability to deliver high-impact high-value results by introducing digital transformation to organizations.

Gadarian has throughout his career thrived in complex environments, often charting new territories to deliver value.

**Portfolio:** [www.gadarian.com/portfolio](http://www.gadarian.com/portfolio)

### CONTACT

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### SOCIAL



[in/davidgadarian](https://www.linkedin.com/in/davidgadarian)



[@davidgadarian](https://twitter.com/davidgadarian)



## WORK EXPERIENCE

### DASSAULT SYSTÈMES

**Program Marketing Director – North America  
Greater Boston Area**

**March 2020 - Current**

Leading corporate marketing efforts for North America across **digital marketing** and **manufacturing** for Dassault Systèmes, a 20,000+ person global SaaS leader in the B2B product innovation software space.

Managing a small team focused on B2B demand generation. The digital marketing program supports a very dynamic B2B business sales & marketing cycle covering the entire Dassault Systèmes' software portfolio. The manufacturing program utilizes a range of effort to ensure coverage across all aspects of the sales & marketing funnel.

### DASSAULT SYSTÈMES

**Sr. Manager Marketing, Manufacturing Solutions  
Greater Boston Area**

**January 2018 – March 2020**

Executing a comprehensive enterprise marketing program across North America focused on the manufacturing software portfolio. This highly matrixed program covers multiple industries, the full suite of manufacturing software solutions, and multiple sales channels. Success requires alignment with a range of stakeholders including product, sales and marketing and partner resellers. Areas covered in program include Additive Manufacturing, Digital Manufacturing, Manufacturing Operations Management (MOM) and Supply Chain solutions.

Heavily focused on B2B demand generation utilizing digital media, events, email marketing, and the ownership of a range of "digital first" marketing activities to further support overall business objectives.

### DASSAULT SYSTÈMES

**Sr. Manager, Digital & Social Media Marketing  
Greater Boston Area**

**June 2014 – December 2017**

Led digital marketing within North America for Dassault Systèmes. Implemented a range of transformational digital efforts including the management of North America paid digital media (including RFP's for new vendors, ongoing vendor management and lead delivery and performance optimization, creation and management of agency scorecard) overseeing efforts for AdWords, Paid Social and Content Syndication, introduced a new GEO centric blog, the format of which was rapidly adopted across the company, drove social media, launched a social selling program, and delivered a range of efforts to modernize and implement digital best practices across our events and through our talent.

### GADARIAN DIGITAL

**Owner Greater - Boston Area**

**2009 – June 2014**

Owned and ran a digital marketing agency focused on SMB clients. Worked with clients to ensure a results oriented go-to-market digital narrative that was tightly aligned with their business goals. Services covered strategic, implementation and ongoing execution with a very story-centric focus.

### PARKCHESTER PICTURES

**Head of Television - Los Angeles, CA**

**2003 – 2009**

Ran all television and new media projects for Parkchester Pictures, with a focus on scripted primetime half-hour comedies and one-hour dramas. Placed over 25 primetime projects into development at leading television companies including CBS, NBC, The CW, SyFy, Comedy Central, Showtime, FX, Oxygen, TBS and TNT.

### LIQUID GENERATION

**Director of Business Development  
Los Angeles, CA**

**2006 – 2007**

Spearheaded business development and oversight of all deal-making within digital/online space, TV, home video and mobile markets for online animated entertainment company Liquid Generation.



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### **MOSTMOST** Founder- Los Angeles, CA

2007 – 2010

Founded a news website. In addition to maintaining the site, the site was also custom developed leveraging a hand coded WordPress theme. The site served as a digital sandbox, and ultimately spring-boarded into a new career trajectory aligned around digital marketing.

### **ICM** Exec. Asst. to Head of Television - Los Angeles, CA

2002 – 2003

Supported high profile A-List literary agent, Head of Worldwide Television, at top tier talent agency.

### **20<sup>th</sup> CENTURY FOX TELEVISION** Asst. Comedy Development Los Angeles, CA

2000 – 2001

Supported the comedy development department. Duties included script coverage and attending tapings & table reads for television shows.

### **20<sup>th</sup> CENTURY FOX TELEVISION** Coordinator, Network Finance Los Angeles, CA

1998 – 2000

Coordinated office administration for ten finance executives in the Network and Development finance department.

1996 - 1998

Various Los Angeles based production jobs in feature films, television and commercials.



## EDUCATION

### **UNIVERSITY OF MICHIGAN**

2.5 years toward degree.



## AWARDS, SPEAKING & PUBLICATIONS

### **Top 25 Global Subject Matter Expert – Global Tech Firms**

August 2020 – [Global Study into Tech Sector Employees Online Presence & Influence](#). Conducted by Analytica.

### **PR Daily Live Chat, Stream or Online Hangout - Winner**

June 2018 – *“Navigate the Future”* Produced a comprehensive multi-media effort in support of a key event including a live studio. 400K+ video views.

### **Dassault Systèmes Innovation Forwards Award**

2016 recipient. In recognition for contributions to CES 2015.

### **Speaking Opportunities**

2015, 2017 & 2018 – SOLIDWORKS World

2015 – LinkedIn Sales Connect

2010 – WordCamp LA

### ***Better Business Blogging* by David Gadarian**

2010 – Self-published [eBook available on Amazon](#)

