Kristin Bassett.

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SUMMARY

I am a people-oriented marketing leader with 15+ years of experience building and scaling high-performing field, demand and customer marketing teams in B2B technology. With roots in market research and brand strategy, I bring a data-informed, customer-obsessed approach to driving pipeline, revenue, customer expansion, and long-term brand equity.

EXPERIENCE

Fractional Marketer
APRIL 2023 – PRESENT

Prismic | Fractional Marketing Strategist, Field & Partner Marketing (October 2026 – Present)
Stronghold Food Pantry | Fractional Marketing Director (April 2023 – Present)

Reward Gateway (acquired by Edenred)
JUNE 2023 – DECEMBER 2025

Director, Americas Marketing

Led U.S. field marketing, owning regional strategy for client acquisition, retention and expansion to drive pipeline and revenue growth. Managed a diverse nine-person regional marketing team and a $2M+ budget annually.

- Increased marketing ROI 150% and improved ICP targeting 2.5X in the first year by optimizing channel mix and attribution, reallocating budget to top performers, and sharpening segmentation and messaging.
- Owned the U.S. marketing pipeline target, set with sales leadership against regional revenue goals, delivering 70% of sales-accepted pipeline and securing increased investment through quarterly ROI reporting to executives.
- Strengthened Reward Gateway's U.S. brand through thought leadership, PR and digital, directing agency partners to extend field programs beyond events into integrated, always-on campaigns.
- Member of the U.S. Senior Leadership Team and U.S. lead on the global Edenred integration steering committee, shaping regional strategy, the unified operating model and the combined brand.
- Scaled U.S. marketing team from three to nine, launching customer, product and partner marketing functions later adopted by other regions.

Cybereason
NOVEMBER 2021 – DECEMBER 2022

Director, Global Customer Marketing

Built and led the global customer marketing function, owning a full-funnel plan for customer education, growth, partnership and advocacy. Managed a $200K annual budget across AMER, EMEA and APAC.

- Generated $9M in marketing-influenced renewal and expansion revenue in 2022 (45X ROI).
- Partnered with marketing, product and customer success executives to set global customer marketing strategy, aligning programs to renewal and expansion targets.
- Equipped sales with customer proof, doubling case studies, increasing Gartner Peer Insights reviews 37% and securing customer speakers at all field events.
- Built and launched the Executive Advisory Board, an invite-only community of Cybereason's top 50 C-level clients.
- Launched a quarterly product webinar series to drive feature adoption, growing attendance 25% QoQ through targeted email and in-product promotion.

Criteo
AUGUST 2016 – JUNE 2021

Senior Manager, U.S. Field and Global Customer Marketing (February 2018 – June 2021)
Marketing Manager (August 2016 – February 2018)

Owned U.S. field and demand marketing, partnering with sales to drive new-business pipeline across direct and indirect channels, and expanded into global ownership of customer lifecycle marketing. Managed a $1M budget annually.

- Delivered $112M+ in marketing-influenced revenue in 2020 and $53M+ in H1 2021 (53X ROI) through integrated campaigns and field events across owned, earned and paid channels.
- Lifted MQL-to-SQL conversion 15% by refining lead scoring and routing, building segment-specific nurture campaigns and A/B testing landing pages and emails.
- Reduced SMB and mid-market churn 30% and improved product adoption 19% by building and directing the global rollout of Criteo's SaaS customer lifecycle marketing programs.

- Launched and grew the Customer Advisory Board, an exclusive community of marketing executives from Criteo's top 30 global advertisers, agencies and publishers.
- Hired and developed six marketers at different career stages across Boston, New York City and Barcelona.

AppNeta SEPTEMBER 2012 – JULY 2016
Corporate Marketing Manager (November 2014 – July 2016)
Marketing Campaign Manager (January 2014 – October 2014)
Marketing Content Specialist (September 2012 – December 2013)

C Space MAY 2010 – SEPTEMBER 2012
Community Manager (February 2012 – September 2012)
Associate Community Manager (September 2010 – February 2012)
Client Services Intern (May 2010 – August 2010)

BOARD MEMBERSHIP AND PHILANTHROPY

Norwood Cultural Council APRIL 2025 – PRESENT
Co-Chair of the Board (appointed May 2026)

Norwood Evening Garden Club APRIL 2024 – PRESENT
Vice President of the Board (appointed September 2025)

Stronghold Food Pantry APRIL 2023 – PRESENT
Board Member

Big Brothers Big Sisters AUGUST 2008 – AUGUST 2016
Big Sister

TOOLS

Marketing Automation, CRM & Analytics: Amplitude, HubSpot CRM, HubSpot Marketing Hub, Pardot, Salesforce
Demand Gen, ABM & Advocacy: 6sense, Influitive, Reachdesk, ZoomInfo
Events: Goldcast, Luma, ON24, Splash, Zoom Events
Website, Content & SEO: Ahrefs, Canva, Figma, HubSpot CMS, Prismic, Squarespace, Wix
AI: ChatGPT, Claude, Copilot, Gemini, Lovable
Project Management: Asana, Monday.com, Notion
Community & Nonprofit: Givebutter, Printful

EDUCATION

Boston University, College of Communication GRADUATED MAY 2010
Bachelor of Science in Communications – Advertising