

Kristin Bassett

Cell: (617) 913-8415 Email: kbassett27@gmail.com [LinkedIn](#)

I am a marketing leader with 15+ years building and scaling high-performing teams across the technology sector. With roots in market research and brand strategy, I bring a data-informed, customer-obsessed approach to driving revenue, expansion, and long-term brand equity. I lead with humanity and accountability, creating cultures where people are enabled to do their best work, particularly through periods of change and transformation.

EXPERIENCE

Reward Gateway (acquired by Edenred)

June 2023 – December 2025

Director, Americas Marketing

Led Americas marketing, driving regional strategy across client acquisition, retention, and expansion with a nine-person team and a \$1.5M+ annual budget. Joined during a period of significant transformation following the acquisition by Edenred, with a mandate to scale the team, grow revenue, and help shape the combined brand.

- Grew marketing ROI from 0.8X to 2X in year one by optimizing channel mix, improving attribution, and reallocating budget to top-performing initiatives.
- Improved ICP targeting 150% YTD through data-driven segmentation, refined messaging, and strategic audience realignment.
- Led full global website overhaul resulting in 20% faster mobile page speed, 10pp lower bounce rate, and conversion rate improvements of 45% to 106% depending on the page.
- Secured increased marketing investment from global executives by demonstrating clear ROI and earning credibility as a strategic voice on the U.S. Senior Leadership Team.
- Drove U.S. efforts on the global steering committee to unite the Reward Gateway and Edenred brands into a single market voice, shaping the unified operating model and value proposition in concert with PR, web, and agency partners.
- Scaled U.S. marketing team from three to nine, pioneering customer, product, and partner marketing functions that were later adopted as a model across other regions.

Cybereason

November 2021 – December 2022

Director, Global Customer Marketing

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

- Generated \$9M in marketing-influenced renewal and expansion revenue across AMER, EMEA, and APAC, a 45x ROI.
- Launched the Executive Advisory Board, an invite-only community of 50 C-level clients across three global regions.
- Grew webinar attendance 25% QoQ by launching a quarterly product series, reaching audiences across email, in-product messaging, and community activities.
- Expanded online customer community membership 94% and engagement 43% through targeted programming and content strategy.
- Increased Gartner Peer Insights reviews 37%, doubled case studies, and secured customer speakers at all owned events.
- Developed and promoted a customer marketing manager to a more senior role, investing in their growth through hands-on mentorship and progressive responsibility.

Criteo

August 2016 – June 2021

Senior Manager, Marketing (promoted February 2018)

Marketing Manager (August 2016 – February 2018)

Led marketing strategy across the full customer journey, managing a globally dispersed team of six with a \$1M annual budget. Expanded scope and responsibility over five years, moving into a Senior Manager role and taking on global ownership of customer lifecycle marketing alongside U.S. demand generation.

- Delivered \$53M+ in marketing-influenced revenue in H1 2021 (\$112M+ in 2020), a 53x ROI, spanning both new logo acquisition and expansion within the existing customer base.
- Drove U.S. new business pipeline across owned, earned, and paid media in partnership with sales and marketing operations, including \$1M+ in annual revenue from owned and tentpole industry events alone.

- Reduced churn 30% and improved product adoption 19% within the SMB and mid-market segments by launching Criteo's global SaaS customer lifecycle marketing program, leading content creation, localization, marketing automation, and team training.
- Founded and grew the Customer Advisory Board, an exclusive community of marketing executives from Criteo's top 30 global clients and agencies.
- Hired and developed six marketers at varying career stages, supporting several through promotions and into expanded roles across the broader marketing organization as their skills outgrew their original scope.

AppNeta

September 2012 – July 2016

Corporate Marketing Manager (*promoted November 2014*)

Marketing Campaign Manager (*promoted January 2014*)

Marketing Content Specialist (*September 2012 – December 2013*)

Owned AppNeta's full marketing function across brand, demand generation, events, and analyst relations with a \$1.3M annual budget, securing placement in Gartner's Application Performance Monitoring Magic Quadrant three years running and landing senior leadership speaking slots at 90% of 10+ annual industry events. Earned three promotions in four years, growing from content specialist to Corporate Marketing Manager.

C Space

May 2010 – September 2012

Community Manager (*promoted February 2012*)

Associate Community Manager (*promoted September 2010*)

Client Services Intern (*May 2010 – August 2010*)

Managed 13 online market research communities for clients including Pinnacle Foods Group and Walmart, delivering insight reports that shaped client strategy and supporting the launch of eight new communities that generated \$4.9M in sales. Earned two promotions in two years, growing from intern to Community Manager.

COMMUNITY LEADERSHIP

Norwood Cultural Council

April 2025 – Present

Co-Chair of the Board (*appointed May 2026*)

Norwood Evening Garden Club

April 2024 – Present

Vice President (*appointed September 2025*)

Stronghold Food Pantry

April 2023 – Present

Board Member and Marketing Director

Big Brothers Big Sisters

August 2008 – August 2016

Big Sister

TOOLS

Marketing Tech: HubSpot, Pardot, Influitive, Splash, Reachdesk **ABM & Demand Gen:** 6sense

CRM: Salesforce, HubSpot CRM **Content & Design:** Figma, Canva **Project Management:** Asana, Monday.com

EDUCATION

Boston University, College of Communication

Bachelor of Science in Communications – Advertising