

Rob Rozicki

Boston, MA | +1 347 419 2764 | rob@rozicki.com | linkedin.com/in/robrozicki | rozicki.com

SUMMARY

CMO with 15+ years running full-funnel demand, brand, and messaging for enterprise AI and physical AI companies across the US and Europe, from Series B through \$200M+ ARR. Currently CMO at Gather AI, where marketing sources 71% of net-new logo pipeline and MQL-to-SQL conversion has grown 4–5x in twelve months. Builds category positioning analysts recognize, runs lean teams that outperform headcount-heavy ones, and was early to AI-assistant referral traffic as a channel.

CORE COMPETENCIES

Demand Generation & GTM: Full-funnel pipeline design (MQL→SAL→SQL) · cohort attribution & forecasting · ABM · paid/organic · partner & field programs · pipeline ROI

Brand & Awareness (Comms + Brand Design): Category positioning & analyst relations · PR & thought leadership · brand architecture · website/digital · flagship events

Team & Org Design: Team building & scaling · non-traditional GTM org design · budget ownership · comp & tooling governance

Messaging & Positioning: Audience-tiered messaging frameworks · competitive enablement · product launch · customer advisory & advocacy

AI: AI-native GTM engineering (automation over headcount) · AI-search/answer-engine visibility · category leadership for an applied-AI company

PROFESSIONAL EXPERIENCE

Gather AI — Chief Marketing Officer

PITTSBURGH, PA | JUN 2025 – PRESENT

Physical AI for Intralogistics. Series B, ~\$74M raised. Reports to CEO. Owns full marketing function (demand, brand, comms, messaging, product marketing, and a GTM Engineering team) plus the ~\$4M annual marketing budget and marketing ops stack. Company ranked No. 963 on the Inc. 5000 (2026).

- Rebuilt the demand funnel end to end: SQL volume grew 4.8x and SAL volume 7.2x in two quarters, while MQL-to-SQL conversion rose from 2.5% to 11.8% over five straight quarters. Marketing now sources 71% of net-new logo pipeline, well above the 30–50% typical B2B range, with returns like 15.5x on Q2 2026 event spend and a target-account program converting at 1.5x the untargeted rate
- Led the company's platform brand architecture launch and a full website redesign, maturing Gather AI from a single-product identity to a multi-product platform brand. Flagship LinkedIn content has hit 70.2% engagement against a 3.6% industry average
- Own the company's positioning and messaging framework, including an audience-tiered terminology system that automated governance checks run content through before it publishes

- Designed a GTM org model built on MDRs and a GTM Engineering function instead of a traditional SDR farm, and identified the company's first measurable AI-assistant-referral inbound (ChatGPT, Claude, Gemini)
- Built and ran the PR engine behind the company's category profile: six industry recognitions in 12 months (two Gartner Hype Cycle inclusions, a Fast Company Most Innovative nod, a Gartner Cool Vendor recognition), plus Q2 2026 output of 41 media placements, 4 podcasts, and 2 Modex speaking slots

FlowX.AI — VP, Marketing

SEP 2023 – FEB 2024

Romania-founded AI-powered application modernization platform. Reported directly to CEO.

- Repositioned brand and product messaging around banking and financial services, increasing enterprise prospect engagement
- Built the company's first product launch framework and aligned GTM content to sales priorities
- Built demand-gen infrastructure that accelerated early-stage pipeline growth through targeted messaging and improved capture systems
- Launched a new corporate website, improving lead conversion through UX and messaging hierarchy
- Established the foundational MarTech stack and processes to scale with company growth

Dataiku — VP, Marketing, North America & LATAM

OCT 2018 – MAR 2023

Paris-founded global AI platform. Owned full-stack regional marketing: field, partner, ABM, demand gen, comms, and brand.

- Built and scaled the marketing team from 2 to 20+ across functions, contributing to regional ARR growth from \$20M to \$200M
- Generated 50%+ of regional pipeline through integrated marketing programs; delivered 150% YoY growth in net-new leads via ABM, field events, and partner programs
- Built partner marketing programs with AWS, Azure, GCP, and Snowflake, contributing 30% of regional pipeline
- Directed the flagship customer event (Everyday AI), executive roundtables, and region-wide roadshows
- Managed brand/comms strategy that doubled share of voice and awareness metrics YoY
- Scaled the marketing budget from \$3M to \$25M, optimizing investment across the funnel

Percolate — Marketing Director

MAY 2017 – SEP 2018

Managed a \$3M+ budget and 10-person team across North America and EMEA.

- Increased field marketing's contribution to pipeline by 45% through data-driven planning and improved campaign ROI
- Directed the customer conference and presence at major tradeshow including Marketo Summit and Dreamforce
- Built a measurement framework connecting marketing touchpoints to pipeline value
- Strengthened sales/marketing alignment across global territories, shortening sales cycles

EARLIER CAREER

StartingDot (.ski) — SVP, Sales & Marketing

MAR 2014 – JAN 2017

Drove \$3M+ in new ARR to 30K+ registrants across 100+ countries (85% renewal rate) and built a 60+ partner registrar network. Launched .ski, credited as the biggest recorded launch of any sports-vertical TLD, and achieved an exit via acquisition.

Conductor — Director of Marketing

JUN 2010 – MAR 2014

Grew marketing-sourced revenue to 35% of total and influenced pipeline by 90%. Scaled the C3 Conference to 1,000+ annual attendees and built the brand/PR strategy that established Conductor as an SEO category leader.

Corporation Service Company — Product Manager

JAN 2006 – FEB 2010

Turned around an underperforming product suite: sales +32% YoY, renewals to 89%, margins +70%.

Mark Monitor (European Marketing & Comms Manager) / Netsearchers-Register.com (Business Development Manager) — London

Generated \$1M+ in new business revenue through consultative selling to Fortune 500 and global brands.

EDUCATION

BSc, Geography — University of Surrey