

TAI DINH

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Director, Growth & Revenue Marketing | Demand Generation | Product Marketing | ABM | Public Sector

EXECUTIVE SUMMARY

Senior B2B marketing leader with extensive experience leading growth marketing, demand generation, product marketing, ABM, GTM strategy, field marketing, partner marketing, and revenue programs across Federal, DoD, SLED, and enterprise markets. Generated \$140M+ in qualified pipeline, influenced \$50.1M+ in bookings, and led the GTM launch of Verizon GovCloud, creating a \$100M forecast pipeline. Known for aligning Sales, Product, and Marketing to build scalable programs that accelerate pipeline and revenue growth.

CORE COMPETENCIES

Demand Generation Strategy | Account Based Marketing (ABM) 1:1 & 1:Few | Marketing Operations | Martech Stack Ownership | Pipeline Forecasting & Reporting | Salesforce | Marketo | Tableau | Intentsify | ZoomInfo | Seismic | Outreach | Intent Data Activation | Lead Scoring & Routing | Attribution & Dashboard Reporting | Paid Media | Email & Nurture Programs | Website Optimization | SEO/AEO Strategy | Federal & SLED GTM | FedRAMP | Zero Trust | CMMC | NASPO | GSA | EIS | Budget Ownership & ROI Tracking | Sales Alignment | Executive Reporting | QBR Ready Pipeline Attribution | Buying Committee Engagement | Product Launches | Sales Enablement | Partner Marketing

PROFESSIONAL EXPERIENCE

Co-Founder & Managing Partner | GovernmentContractors.com | 2026 to Present

Public Sector Marketing & GTM Advisory

- Advise GovCon organizations on ABM strategy, demand generation infrastructure, and GTM execution for the \$773B Federal and SLED marketplace.
- Develop messaging frameworks, account level campaign strategy, and pipeline reporting structures for clients targeting multi agency and defense audiences.

Associate Director, Public Sector Segment Marketing | Verizon | 2021 to 2026

Full demand generation & ABM ownership | \$6.7B public sector business unit | Federal, DoD, Civilian, SLED, and Public Safety

Demand Generation & ABM Strategy

- Owned end to end demand generation strategy and execution for Federal and SLED segments, designing tiered ABM programs with account prioritization, ICP definition, stakeholder mapping, and propensity to buy modeling.
- Built and scaled digital demand programs across paid media, content syndication, email nurture, programmatic display, and LinkedIn Ads, optimizing channel mix and investment based on pipeline performance.
- Activated Intentsify intent signals to monitor account level buying stage progression and trigger real time ABM plays, accelerating a \$36M DoD opportunity and influencing \$16M in Navy bookings.
- Directed integrated marketing programs for Verizon Frontline, aligning GTM, demand generation, executive engagement, and partner campaigns that supported a public safety platform serving 45,000+ agencies and 1.6M+ first responder BYOD connections nationwide.
- Launched the Verizon GovCloud GTM program, creating a \$100M forecast pipeline through coordinated field, digital, and partner demand programs aligned to FedRAMP readiness milestones.
- Served as platinum sponsor and account lead for HHS at the GovCIO Health IT Summit, building the verizon.com/hhs content journey and producing the Talking Tech with Rose webinar series on BrightTALK.

Product Marketing & GTM

- Owned product marketing strategy, messaging, and go to market execution for a \$6.7B public sector business unit, translating complex cloud, cybersecurity, AI, and mobility solutions into customer centric value propositions for Federal, DoD, Civilian, and SLED buyers.
- Partnered with Product Management to shape GTM strategy, launch planning, and market positioning for Verizon GovCloud and other strategic public sector solutions, aligning messaging to mission priorities and procurement requirements.
- Developed sales enablement assets including executive presentations, battlecards, solution briefs, customer stories, and competitive messaging that helped sales teams engage government buying committees.

Marketing Operations & Martech

- Defined and managed marketing operations processes including lead scoring, routing, lifecycle stages, and Sales handoffs in Salesforce and Marketo, maintaining tight alignment between SDR, Sales, and Marketing on shared pipeline metrics.
- Built Salesforce based ABM dashboards and provided regular pipeline attribution reporting to VP level sales and marketing stakeholders, including QBR ready views and executive pipeline visibility.

- Managed demand generation budgets with continuous ROI tracking and reallocation discipline, prioritizing programs by cost per pipeline and bookings influence.

Sales Alignment & Executive Engagement

- Partnered closely with Federal and SLED sales leadership to align ABM account tiers, buying committee coverage, and program timing to active deal cycles and QBR priorities.
- Executed executive dinners, roundtables, and agency briefings at AFCEA, DoDIIS, NASCIO, and APCO, accelerating senior relationships and deal velocity across DoD and civilian accounts.
- Led national customer roadshows bringing executive and product leaders directly to strategic accounts, enabling a \$60M City of Houston contract win through executive engagement, account based marketing, and tailored customer content.

Key Results

- ◆ \$140M+ qualified pipeline generated through demand generation and ABM programs
- ◆ \$50.1M+ bookings influenced through marketing led programs
- ◆ \$36M DoD opportunity accelerated via intent signal triggered 1:1 ABM play
- ◆ \$16M Navy ABM influenced bookings, \$2.1M HHS ABM influenced bookings
- ◆ \$300M+ ECF program funnel commitments, nearly 3x benchmark conversion rate
- ◆ \$60M City of Houston contract win enabled through executive engagement and account based marketing
- ◆ \$100M GovCloud TCV forecast pipeline built through a coordinated GTM launch aligned to FedRAMP readiness milestones
- ◆ \$5.9M incremental revenue generated across partner programs

Senior Manager, Segment Marketing, SLED & Public Safety | Verizon | 2018 to 2021

National field and digital programs | \$2.7B portfolio | State, Local, Education, and Public Safety

- Directed end to end demand generation and field marketing programs across named SLED strategic accounts, developing segment specific content, messaging, and ABM playbooks for NASPO and state procurement vehicles.
- Built and delivered executive level pipeline reporting and ROI analysis for VP level leadership, including QBR ready pipeline attribution and program performance dashboards.
- Designed large scale contract based marketing campaigns applying personalized, account specific messaging across public safety and SLED accounts, driving meaningful pipeline and bookings contribution.

Senior Manager, Contract Marketing & Strategic Partnerships | Verizon | 2006 to 2018

14 state enterprise and channel partner program | \$11.5B revenue portfolio

- Built Verizon's first structured channel partner program across a 14 state region, including compensation, POS access, training, and full GTM plan delivering 5,000+ device activations per year.
- Executed multi segment demand generation campaigns across SMB, Mid Market, Enterprise, and Public Sector with Salesforce based pipeline attribution.
- Partnered with Product to bring Business Solutions Software Services (BuSS) to SLED, defining requirements so reps could attach software such as MDM to Verizon service on one customer bill. Set clear product onboarding criteria, including a 25% margin floor against a 40% standard, to keep government pricing competitive.

ADDITIONAL EXPERIENCE: Additional leadership roles in Sales Management, Sales Operations, and Sales Transformation supporting enterprise and public sector growth initiatives.

EDUCATION & CERTIFICATIONS

MBA, Marketing, University of Phoenix

BS, Marketing, Cal Poly Pomona

Forrester Certified: Accelerating B2B Marketing

HubSpot Sales Hub Software Certified

Verizon President's Club (Multiple Years) | Verizon Credo Award