

Heather Merritt (*Rolette*)

Principal Program Lead, GTM Strategic Programs

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PROFESSIONAL SUMMARY

Strategic Program and Demand Generation orchestrator known for leading the most complex, high-visibility, large-scale strategic programs and uniting global cross-functional stakeholders. Specialized in enterprise SaaS, with a track record of building the operating frameworks, executive alignment, and campaign architecture that transform siloed GTM activity into measurable, repeatable revenue growth. At Workday, led cross-functional demand architecture that drove **\$650M in qualified pipeline** in a single fiscal year, increased sales efficiency 30%, and engaged 96% of 5,150 key global accounts in less than 15 days. Equally fluent in strategy and systems with experience managing multi-million-dollar marketing budgets with accountability to pipeline, not just activity.

CORE COMPETENCIES

- Integrated Demand Generation
- Account-Based Marketing (ABM)
- Field Marketing
- Pipeline Development & Acceleration
- Integrated Campaign Development
- Cross-Functional Alignment
- Executive Communication
- Sales & SDR Enablement / Training
- GTM Strategy and Execution
- Executive Stakeholder Management
- Marketing Operations
- Campaign Performance and Attribution
- Data-Driven Decision Making
- Content Strategy and Management

PROFESSIONAL EXPERIENCE

Workday

2021 – 2026

Principal, Strategic Program Lead (Director; Lead IC), GTM Program Management & Optimization, Revenue Operations

Proven ability to lead through influence to orchestrate strategic programs and cross-functional GTM execution to integrate Revenue Operations, Sales, Marketing, Systems, and SDR — building the operating frameworks and alignment that converted field activity into measurable pipeline while working under significant autonomy.

- **Integration - Architected integrated demand and marketing programs** spanning ABM, corporate events, field events, and account-based selling motions — driving \$650M in qualified pipeline in FY25 and increasing sales efficiency 30% through redesigned lead capture, campaign sequencing, and sales enablement.
- **Account Based Marketing - Engineered a global account-based demand program** for Workday Rising that engaged 96% of 5,150 key accounts in 15 days, directly influencing \$140M in Americas S1 ACV pipeline — translating field marketing investment into measurable, account-level revenue impact.
- **Innovation & Transformation - Founded and led a global Demand Squad** — a cross-functional scrum program of 200+ sales and marketing leaders — executing 300+ agile demand and GTM innovation initiatives, scaling the top 15% of tests into repeatable pipeline programs that modernized how SDR and sales teams engage and convert accounts.
- **Alignment - Exceptional stakeholder management, communication, and facilitation skills** connecting Demand Gen, Field Marketing, Sales, SDR, Analytics, and Systems — establishing executive-level buy-in, tools, governance, and accountability rhythms that created repeatable demand architecture across global GTM teams.
- **Enablement - Designed and delivered SDR and Sales training programs** tied directly to demand campaign execution — reaching audiences of 10 to 500+ sales personnel globally with a scalable, repeatable communications cadence that closed the gap between marketing-generated pipeline and field conversion.
- **Recognition - Earned Outstanding Contributor Award – Profitability** (Dec 2025), granted to fewer than 1% of the 20,000 personnel, for measurable fiscal impact — alongside five additional team and leadership recognitions between 2023 and 2025.

i4D Event Services

2011 – 2021

Senior Director, Events & Demand Programs — HPE Account

Led corporate event marketing strategy and end-to-end program execution for Hewlett Packard Enterprise across Americas, EMEA, and APAC — aligning GTM with corporate objectives for executive, sales, and partner audiences.

- **Field and Pipeline - Owned end-to-end design and execution of complex corporate marketing programs** supporting HPE demand strategy for field teams with full accountability from program design through field delivery and without day-to-day direction.
- **Partner Demand - Built and scaled \$9M partner demand programs** across 100+ partners for HPE's Sales Kick-off and 20,000-attendee global conferences — structuring sponsorship frameworks that tied partner investment directly to joint pipeline development and field sales activation through content and networking.
- **C-suite Influence - Served as the primary strategic partner to C-suite and senior HPE leadership** — presenting integrated program plans, content strategy, performance frameworks, and GTM recommendations at the executive level, consistently earning trust and approval without revision cycles.
- **Scale and Efficiency - Managed \$25M annual budget with rigorous commercial discipline** — reducing operational costs by \$1M while securing multi-million-dollar conference sponsorships, demonstrating the financial accountability and program governance expected.

SAP

2005 – 2010

Manager, Global Demand & Field Marketing Programs - Promoted from Marketing Specialist

Operated across a portfolio of complex, cross-functional GTM programs at one of the world's largest enterprise software companies — spanning global field marketing, executive engagement, partner demand, and sales incentive programs.

- **Enterprise Scale - Served as a single owner across a broad, matrixed GTM program portfolio** — with scope spanning thousands of attendees and dozens of internal stakeholders across Sales, Marketing, Product, and C-suite. Responsibilities were subsequently distributed across multiple personnel upon departure.
- **Partner Revenue - Secured \$7.5M in partner sponsorship revenue** for SAP SAPHIRE — managing joint content, co-marketing, and field activation for 8,000 attendees while increasing sponsorship revenue 37% YoY, demonstrating early commercial accountability tied directly to pipeline and partner demand.
- **Cross-functional Ownership - Led integrated field programs connecting Sales, Marketing, Product, and C-suite stakeholders** — including Tier 1 Leadership Summits for Fortune 100 executives and global Sales Incentive programs for 3,500 top performers, building the cross-functional muscle that has defined every role since.

EARLIER CAREER

- Naval War College — Event Manager, Officers' Club
- MBNA America — Advertising Account Executive Associate and competitive Management Development Program participant

EDUCATION

Bachelor of Science, Mass Communications, Magna Cum Laude | Towson University

TECHNICAL SKILLS & PLATFORMS

GTM & Revenue: Salesforce, Clari, Outreach, Marketo, Tableau, Sigma

Experience & Event: Rainfocus, Vivastream, WebEvents Global, Regi.ai, Vidyad, Consensus

AI & Productivity: Google Suite, Google Gemini, NotebookLM Plus, Miro, Sana, Smartsheet, Microsoft 365, Asana, Slack, Workday, ChatGPT, Claude.ai

VOLUNTEER & COMMUNITY

High School Music Parents Association Board Member | High School Marching Band Volunteer | Sportsmen's Club Volunteer