

DR. KRISTEN LEE SANTOS

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PERSONAL PROFILE

Strategic Go-To-Market (GTM) Executive and DBA with 18+ years of experience transforming global marketing engines. Proven track record in modernizing Martech ecosystems, leading AI-driven database strategies, and optimizing complex project portfolios to drive measurable B2B and B2C growth. Expert at navigating the intersection of strategy, growth, and delivery to ensure seamless market entry and operational excellence.

SKILLS AND EXPERTISE

GTM Strategy & Orchestration | Martech Ecosystem Modernization | Cross-Functional Team Leadership | Data-Driven Market Insights | B2B & B2C Growth Strategy | Client Relationship Management

WORK EXPERIENCE

HEAD OF COMMERCIAL SOLUTIONS MANAGING DIRECTOR, PRODUCT STRATEGY GROUP ACCOUNT DIRECTOR

OneMagnify | 2019 – Present

- **GTM Strategy Orchestration:** Spearheaded the strategic transition of four core business units (Strategy, Growth, Transformation, and Delivery) within 12 months, ensuring operational agility and alignment with overarching corporate growth objectives.
- **Executive Advisory:** Acted as the primary strategic advisor for executive leadership, delivering decision-ready analysis for high-stakes client engagements and internal organizational shifts.
- **Portfolio Management:** Managed resource allocation and operational health for a \$35M+ marketing services portfolio, bridging the gap between Sales, IT, and Marketing to drive efficiency.
- **Operational Standardization:** Designed value-driven proposal templates and training frameworks to standardize global marketing workflows, significantly improving speed-to-market and consistency.

PART-TIME FACULTY

UNC Charlotte | 2022 – Present

- Instructing advanced courses in Digital Marketing Analytics, Social Media Marketing, and Conflict Management, staying at the forefront of emerging marketing technologies and organizational behavior.

VICE PRESIDENT, NEW STORE DEVELOPMENT DIRECTOR, STRATEGIC PROMOTIONS AND CRM

Driven Brands | 2015–2019

- **Multi-Channel Execution:** Developed and led all promotional activities for 800+ franchisees across TV, radio, digital, and email, ensuring cohesive brand messaging during rapid expansion.
- **Growth Acceleration:** Led a results-oriented real estate team to exceed opening targets, increasing site secures by 500%.
- **Knowledge Management:** Launched a comprehensive franchisee training program via a custom Learning Management System to support scalable growth.

MANAGER, MARKET PLANNING AND ANALYSIS

Daimler Trucks North America | 2008–2015

- **Data-Driven Innovation:** Built a proprietary research program to forecast retail sales, informing a 10-year planning horizon for eight global brands.
- **Market Leadership:** Translated complex data into actionable insights that fueled the launch of the Freightliner Cascadia, resulting in its position as the market share leader in Class 8 vehicles.
- **Predictive Modeling:** Overhauled the marketing database architecture, implementing data enrichment strategies that enhanced predictive modeling for new vehicle sales.

EDUCATION HISTORY

UNIVERSITY OF NORTH CAROLINA, CHARLOTTE

Doctorate of Business Administration, 2023

ELON UNIVERSITY

Master's of Business Administration, 2008

UNIVERSITY OF NORTH CAROLINA, GREENSBORO

B.S. in Business Administration, Concentration in Marketing