

Rod Austin

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Seasoned Marketing Executive with 20+ years of impact across digital agencies, finance, and startups. Known for delivering substantial results through cutting-edge strategies and inspiring teams to achieve exceptional performance.

Professional Experience

Senior Vice President Marketing, Blue FCU | 07/2022 - Present

- Member of the Executive Leadership Team, contributing to overall organizational strategy and decision-making
- Oversee a comprehensive marketing division, managing 3 VPs responsible for Marketing, Business Development, Brand, Communications, and Events
- Lead project launch teams, ensuring successful implementation of new initiatives
- Successfully united and revitalized a previously fragmented 16-member team, transitioning the organization towards a digital-first approach that won multiple industry awards
- Drive strategic marketing initiatives that align with the credit union's goals for growth, member acquisition, and brand awareness
- Spearhead innovative campaigns and programs to enhance member experience and engagement
- Champion data-driven decision-making and ROI-focused marketing strategies

Startup & Agency Experience | 2013 - 2022

- *Director of Marketing, Pagely*: Grew Annual Recurring Revenue by 50% in under two years, leading to an acquisition by GoDaddy. Scaled the marketing team to four while balancing strategy and hands-on growth leadership.
- *Marketing Director roles at Localize & Boulder Heavy Industries*: Led teams focused on client and customer acquisition through creative media, paid channels, content, and outreach. Doubled MQLs in less than a year at Localize.
- *Head of Marketing, 4Degrees*: Managed all aspects of marketing strategy as the sole marketing lead, doubling organic traffic and lead volume in 7 months.
- *CEO/Founder, GridSix/Growthority*: Founded GridSix in 2001 as a web development and digital marketing studio. In 2013, launched Growthority as a specialized 'growth hacking' agency, offering go-to-market strategies and comprehensive marketing services to B2B and B2C startups across North America and the EU.

Digital Director, Lee Newspapers | 03/2005 - 03/2014

- Led digital operations for the Missoulian and Bismarck Tribune, overseeing online, IT, and internal ad agency departments
- Managed a team of 20 direct reports across marketing, development, IT, and sales teams
- Spearheaded the digital marketing revolution for traditional print businesses, significantly elevating their online presence
- Developed and implemented digital strategies to expand online readership, increase digital advertising revenue, and enhance the papers' online presence
- Played a key role in modernizing operations, introducing new digital products, and training staff in emerging digital technologies
- Successfully adapted traditional business models to the digital age, demonstrating strong change management and cross-departmental collaboration skills

Education & Certifications

- Bachelor's Degree in Marketing, Western Governors University | 2022 - 2023
- Broadcast Journalism, University of Montana | 1996 - 2000
- Certifications: AI Prompt Engineering; Storytelling for Brands; Reforge Growth Marketing

Core Competencies

- Strategic Marketing & Branding
- Digital Transformation & Innovation
- Team Leadership & Development
- Data-Driven Decision Making
- Customer Acquisition & Retention
- Content Marketing & Thought Leadership
- SEO/SEM & Analytics
- Partnerships & Sales Enablement

Marketing Philosophy

I believe in combining technology with creativity to achieve results. My approach uses data to inform decisions while encouraging creative problem-solving thinking. I prioritize continuous learning and flexibility, both for myself and my team. This ensures our strategies remain effective and forward-looking in a rapidly changing marketing landscape.