



YOLI CHISHOLM

SR. MARKETING EXECUTIVE

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MODERN MARKETER

Currently Marketing Vice President at Sprinklr - the #1 Social Suite used by the world's most valuable brands including: Allstate, McDonald's, Lenovo, Microsoft, Nike, Signify, Procter & Gamble, Samsung, Santander, SAP, Shell, Verizon, and Visa.

Yoli is an award-winning executive leading enterprise marketing teams of 80+ for companies including Sprinklr, Microsoft, eBay, Healthvault, MSN, Lavalife and Points.com, Chaptersindigo and more..

Her 20 + years career has spanned industries from technology, retail, e-healthcare, dating, travel to tele-communications in multiple markets globally. With expertise selling into the government, enterprise organizations, SMB's and even NGO's having spent time working for the Danish Embassy.

Yoli is currently a founding Advisor and Investor at STEAMRole.org and RoleCoin.io an innovative startup based in Palo Alto working on tackling challenges in the EDtech and FinTech sectors helping the workforce of the future discover who they want to be and how to get there.

EXPERIENCE



Sprinklr - Present
Vice President, Marketing

- Oversee all digital touchpoints in the buyers journey driving customer acquisition, Content marketing, Advertising, Partner Marketing and Public Relations.



Microsoft USCMO 2012 - 2017
Sr. Director, Digital Marketing

- Integrated marketing plans for key Big Bets in the US, executing go-to-market plans for Microsoft's Commercial business



Microsoft Health Solutions Group 2008- 2012
Sr. Director Marketing

- Lead a cross-functional team in all aspects of marketing, with strategies to optimize performance and deliver on acquisition and revenue goals



Lavalife Mobile Ventures 2007 - 2008

- Led a cross-functional team managing multiple websites & mobile sites driving acquisition to meet revenue goals.



Points.com 2005 - 2007

- Drove partner marketing campaigns to drive awareness of Points.com and new user acquisition.



eBay 2004 - 2005

- Managed content merchandising and CRM activities to increase user activation levels on the eBay platform

Additional Experience:



LAURA



MARKETING LEADERSHIP

- Revenue Marketing ● ● ● ● ●
- Marketing Performance Management ● ● ● ● ●
- Martech & Adtech SME ● ● ● ● ●
- Agency Management ● ● ● ● ●

PROFESSIONAL SKILLS

- Account Based Marketing
- Marketing Automation
- Advertising
- Demand Generation
- Brand Awareness
- Inbound Marketing
- Affiliate Marketing
- Social Media Management
- Referral Marketing
- Public Relations

AWARDS

ITSMF - IT Senior Management Forum
Digital Innovator of the Year 2018

Microsoft USCMO
Microsoft Gold Award of Excellence



"Yoli is a learner and a doer. In the years we worked together at Microsoft, she is always looking for new trends and capabilities in digital marketing and making sure we are using them in our work where it makes sense. She is an open-minded, inspiring leader who drives to results." **Gabriel Zhou - Sr. Data Scientist Microsoft**