DAVID S. BONALLE

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GLOBAL MARKETING EXECUTIVE

Driving business growth through exceptional marketing leadership, business transformation, and innovation

Senior marketing executive with a record of accelerating customer acquisition and generating revenue growth through creative marketing of complex B2B and B2C products and services. Combines strategy, analytics, technology, and operational excellence to elevate marketing effectiveness and business performance. Builds diverse, high-performing teams through strong leadership and organizational and cultural transformation aligned with evolving business needs. Combines strategy, analytics, technology, and operational excellence to elevate marketing effectiveness and business performance. Builds diverse, high-performing teams through strong leadership and organizational and cultural transformation aligned with evolving business needs.

Marketing Strategy | Customer Acquisition & Demand Generation | Account-Based Marketing | Marketing Analytics & ROI | AI, MarTech & Automation | Business & P&L Leadership | Brand Strategy & Positioning | Go-to-Market Strategy | Organizational Transformation | Client Growth & Retention | Business Development

CAREER HIGHLIGHTS

Marketing transformation: Led redesign of Accenture's 2,000-person global marketing organization and implemented end-to-end automated platforms, contributing to improved brand rankings, greater marketing impact and 30% lower campaign expenses. Built diverse, high-performing teams at multiple companies with consistently high employee engagement scores.

Account-based marketing: Partnered to establish Accenture's account-based marketing team and supported ongoing operations; led online merchant account marketing at American Express; developed scaled, customizable marketing program for middle-market accounts at KeyBank.

Business and P&L leadership: Managed $100M business at Zeta Global and $65M business at Acxiom; Launched new business leveraging American Express data to help marketers target investments and generated $6M sales in first year.

Marketing strategy and brand positioning: Developed differentiated brand positioning for KeyBank and repositioned Acxiom and Zeta around client service to strengthen new-business growth. Led alignment of marketing leaders at Accenture on key messaging pillars.

Customer acquisition and demand generation: Increased annual acquisition of new cardmembers by 700% at American Express and new account acquisition by 71% at KeyBank; grew new logo sales 10X at Zeta Global. Led teams delivering demand generation campaigns for Zeta Global clients that consistently outperformed annual targets.

PROFESSIONAL EXPERIENCE

ACCENTURE, Miami, FL **2018 – 2026**

Global professional services and technology company with 799K+ employees and $69.7B in FY2025 annual revenue.

Global Marketing Services Lead

Led 600+ professionals across 12 countries, with 7 direct reports, overseeing digital marketing, campaign and event management, website management (Accenture.com), budgeting, planning, analytics, marketing technology, and marketing operations. Served as "Chief Operating Officer" for CMCO, leading business planning and ensuring successful organizational performance. Member of Global Leadership Council representing top 1% of all employees. Oversaw ~$500M Marketing & Communications budget.

- Led transformation of 2,000-person Marketing & Communications organization, improving marketing performance and cutting expenses by 30%. Introduced new operating model, established new centers of excellence, streamlined and automated processes and strengthened coordination and accountability.

- Led development and deployment of GenAI applications and AI-powered tools to improve efficiency and effectiveness across Global Marketing Services, supporting content creation, website management, and marketing campaign execution.
- Directed enterprise planning and prioritization, establishing planning framework and business-case discipline and using ROI and performance data to drive alignment on competing investments.
- Spearheaded global events and marketing campaigns generating new business through audience targeting and segmentation, digital and email campaigns, website content, and virtual and in-person events.
- Increased productivity through internal tracking and eliminated manual processes by integrating automated platforms across end-to-end marketing, from planning and budgeting through campaign execution and content publishing.
- Earned promotion to Accenture's highest Managing Director level from Global CMO within one year, in recognition of exceptional transformation leadership and results.

ZETA GLOBAL, New York, NY **2016 – 2018**

Global data-driven marketing technology company providing AI-powered, SaaS-based marketing solutions to 800+ brands, with 13,3K+ employees across 4 continents.

President & General Manager, Marketing Solutions

Full P&L responsibility for $100M SaaS-based marketing solutions business with 700 employees and 8 direct reports serving clients, including GM, Sprint, HP, Major League Baseball, Ralph Lauren, and Chanel. Oversaw client relationships, business development, and marketing services capabilities. Served as executive sponsor for major accounts, working directly with senior client executives on retention, renewals, relationship issues, and expansion opportunities. Oversaw teams delivering demand gen for clients, from target identification and multi-channel customer journeys through conversion, performance optimization, and marketing ROI analysis.

- Increased new-logo sales 10X and upsell/cross-sell 3X versus prior year. Repositioned business and sales strategy to strengthen competitive differentiation through service excellence, directing Sales team and personally leading high-profile client pitches
- Drove account expansion by identifying opportunities to cross-sell creative, analytics, and other services within business and capabilities from across Zeta, bringing specialist teams into client relationships and pitches.
- Integrated 3 acquired marketing services businesses into unified operation, combining organizations and eliminating duplicates.
- Reduced employee attrition 68% and improved Glassdoor employee satisfaction ratings by 21% through increased communication, transparency and employee engagement

ACXIOM, New York, NY **2014 – 2016**

Global data and marketing technology company serving 3K+ major brands worldwide, with 3.2K+ employees and $850M in annual revenue (2016).

Group Vice President & General Manager, Acxiom Impact

Full P&L responsibility for $65M SaaS-based marketing solutions business with 300 employees with 6 direct reports, spanning client management, strategy, analytics, creative, campaign operations, and technical services for major enterprise clients. Served as executive sponsor for major accounts, maintaining senior client relationships and participating in retention, renewal, and expansion efforts.

- Repositioned business and strengthened new business efforts, winning company's first major new clients in 3 years, including Chase, Stop & Shop, and Prudential.
- Strengthened market recognition, achieving Forrester Strong Performer status, #1 ranking by Red Pill, and #1 customer-service ranking by Relevancy Group.
- Improved employee satisfaction score from significantly below company average to significantly above average representing 30% improvement in one year.
- Played key leadership role in sale of Acxiom Impact to Zeta Global, presenting business and its strategic value directly to prospective acquirers.

KEYBANK, Cleveland, OH **2012 – 2014**

National bank providing retail, commercial, investment, and wealth management services, with 13.8K+ employees and $4.1B in annual revenue (2014).

Head of Marketing & Analytics

Headed 120-person Marketing and Analytics organization serving as CMO and Chief Analytics Officer, overseeing advertising, sponsorships, direct marketing, digital and social media, business analytics, ROI, and predictive modeling. Led development of scaled, customized marketing program for middle-market clients.

- Increased new account acquisition by 71% by introducing rigorous analytics and test-and-control disciplines, identifying highest-performing marketing programs and reallocating investment based on performance.
- Generated $50M+ in annual incremental profit by launching an enterprise-wide initiative leveraging analytics and cross-functional collaboration to drive cost reductions and growth.
- Accelerated new account growth by repositioning brand around research-identified competitive strength in cultivating key relationships, securing senior-management buy-in and reorienting marketing strategy around new positioning.

AMERICAN EXPRESS, New York, NY **1998 – 2012**

Global financial services company providing payment, credit card, travel, and related services, with 63.5K+ employees and $31.6B in annual revenue (2012).

Vice President & General Manager, American Express Business Insights | 2008 – 2012

Conceived and launched business to leverage American Express data for targeting marketing investments; headed 80-person analytics and consulting organization and managed $30M budget.

- Led development of product strategy and go-to-market plan and directed business development, generating $8M in sales in first year.
- Recipient of American Express Chairman's Award, company's highest honor, for developing advanced advertising analytics capabilities that strengthened targeting and investment optimization.

Vice President, Online Merchant Account Marketing | 2007 – 2008

Managed $200M online merchant business, including relationship management, pricing negotiations, and joint marketing with leading digital companies including Google, Yahoo, PayPal, and Amazon; exceeded annual sales-volume goal.

Vice President & General Manager, Advanced Payment Products | 2001 – 2007

Built and managed new payments businesses spanning business development, product development, marketing, and technology infrastructure; oversaw 60 professionals and managed $40M budget.

- Two-time recipient of Chairman's Award.

Vice President, Cardmember Acquisition Marketing | 1998 – 2001

Directed new-account acquisition marketing generating more than $100M annually in first-year revenues, with 30 professionals and $50M+ budget.

- Increased annual card acquisition by over 700% while reducing cost per acquired card by over 50%.
- Earned Chairman's Award for helping launch American Express Blue Card, advancing data-driven targeting, direct marketing, and creative capabilities.

PROGRESSIVE FOUNDATIONAL EXPERIENCE PRIOR TO 1998

MASTERCARD, Purchase, NY

Vice President, Global Marketing Brand Building

Vice President, Global Strategic Planning

DELOITTE CONSULTING, Atlanta, GA
Senior Consultant
Summer Associate

CITIBANK, New York, NY
Assistant Vice President, Marketing
Marketing Manager
Management Associate / Agency Manager

EDUCATION

Master of Business Administration (MBA), Finance
THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Bachelor of Science (BS), Industrial and Labor Relations
CORNELL UNIVERSITY