

# Jill Sugita-Pappas

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## Modernizing Integrated Marketing with Data, AI and Measurable Impact

### AREAS OF EXPERTISE

Go-to-Market Strategy Alignment	Global Integrated Marketing	Global Campaign Strategy
B2B Technology Marketing	Multi-Channel Marketing	Data-Driven Insights & Analytics
Change Leadership	Cross-Functional Collaboration	Budget Management & Allocation

### ACCOMPLISHMENTS

- Rimini Street:** Lead digital transformation of integrated marketing campaigns, driving NAMER pipeline to 127% of target.
- Fujitsu:** Drove 5700% revenue growth and improved ROAS by 57% by leading digital marketing transformation and global brand modernization during the pandemic.
- Oracle Cloud & Developers:** Grew Oracle Cloud developer trials 7X by driving a shift to a product-led growth model, bold rebranding, and integrated developer marketing.
- Oracle Big Data & Analytics:** Halted industry criticism and drove 205% hardware and 402% software YOY growth, elevating Oracle to Top 3 by shifting from point products to solutions with a global integrated campaign.

### CAREER HISTORY

<b>Senior Director, Global Integrated Campaigns</b> Rimini Street, Remote	2024 – Present
▪ Built and scaled new Global Integrated Marketing function driving awareness, new logo growth, and customer expansion.	
▪ Set the global integrated campaign vision and operating model, aligning Product Marketing, Sales, and Field teams around B2B buyer journey framework.	
▪ Modernized digital execution with AI and measurement, delivering a 21% improvement in MQL-to-SAL conversion.	
▪ Accelerated pipeline velocity through a global nurture and customer lifecycle strategy.	
▪ Built and lead a high-performing global integrated marketing team, balancing strategic leadership with hands-on execution.	
▪ Own executive-level campaign metrics and optimization, using data and AI to improve productivity and performance.	
<b>Fractional CMO</b> Enhancio, Remote	2024 – 2025
▪ Led AI marketing adoption strategy for marketing team to embrace GenAI tools for scalable and efficient marketing.	
<b>Senior Director, Global Integrated Marketing Campaigns &amp; GTM</b> Azul, Sunnyvale, CA	2022 – 2023
▪ Drove 39% TOFU and 27% MOFU conversion improvement in 6 months, removing points of funnel friction by optimizing paid digital channels and rolling out LDR enablement and Highspot sales tools.	
▪ Orchestrated first integrated marketing launch and global campaign for new DevSecOps product, generating opportunities in under two months while setting up cross-functional processes.	
▪ Piloted 6sense conversational AI ChatGPT email programs generating 8 enterprise opportunities in 1 month.	
<b>Head of Integrated Demand Generation &amp; Partner Marketing</b> Dremio, Santa Clara, CA	2022
▪ Took an expanded role during downsizing from Partner Marketing to lead Demand Generation and Partner Marketing.	
▪ Strategized and orchestrated cross-functional marketing and ABM programs in partnership with AWS and Tableau.	
<b>Head of Marketing</b> Fujitsu, Sunnyvale, CA	2020 – 2021
▪ Increased revenue by 5700% and optimized ROAS by 57% for one product during pandemic shutdown.	
▪ Led global initiative to modernize division's brand partnering with Japan HQ stakeholders and regional leadership.	
▪ Spearheaded marketing's digital transformation partnering with Japan HQ and division IT to implement first-ever MarTech stack; and integrated marketing to drive growth.	
▪ Managed Marketing team of 11 and oversaw \$9M direct and contra revenue budgets.	

**Director, Global Strategic Initiatives – Global GTM & Integrated Marketing**

2013 – 2020

Oracle, Redwood Shores, CA

*Led large-scale, global strategic marketing initiatives and global integrated marketing campaigns positioning Oracle as a market leader, driving business growth, and transforming go-to-market by securing executive support and aligning worldwide cross-functional virtual teams.*

**Oracle Cloud Infrastructure & Developers – Global Strategic Initiative**

2016 – 2020

- Increased by 7X Oracle Cloud developer trial adoption worldwide by leading a cross-functional initiative to transform to a try-and-buy product-led growth model and shift developer brand perception through a bold brand strategy change and integrated developer marketing.
- Collaborated with product team to launch new Oracle Cloud free tier offering and implement UTM metrics tracking capabilities and optimizing UX to improve conversion to consumption usage.
- Managed global digital awareness and trial adoption campaigns, including the Global Digital Nurture Campaign strategy – outperformed industry standards for CTR and CTOR by more than 200%.
- Launched Oracle's first-ever Reddit Ask Me Anything Developer Digital Campaign featuring third-party developer luminaries, resulting in consistent top #1 or #2 ranking and 10,000 uniques.
- Led DZone custom sponsorship digital programs to build awareness and engagement with open-source application developer community.
- Influenced regional sales and marketing teams to embrace Oracle and third-party developer meetups and user groups.

**Oracle Big Data and Analytics – Global Strategic Initiative | Global Big Data Campaign**

2013 - 2016

- Within 2.5 years, halted criticism around relevancy of Big Data and elevated company to 3rd largest global influencer among Tier 1 competitors within 1 year.
- Contributed to Oracle Big Data 205% YOY growth in hardware and 402% YOY growth in software with cross-functional strategic initiative to shift go-to-market from point products to solutions, and global integrated marketing campaign.
- Collaborated with Product Marketing and Product Management to write Big Data Messaging Architecture.
- Strategized and executed “Big Made Great” integrated marketing program featuring Oracle Team USA, Golden State Warriors basketball, and Penske Indy Car racing.
- Partnered with Oracle Big Data Evangelist and MIT on “Data is Capital” thought leadership global program and research.
- Captured 3,000+ webcast registrations and 30% attendance—a company record—with “Big Data at Work” series.

**Principal Manager, Global Integrated Marketing Campaigns – Big Data and IoT**

2011 - 2013

Informatica, Redwood City, CA

- Surpassed pipeline goals by 127% through innovative digital marketing strategies.
- Led global digital demand generation campaign for big data and IoT.
- Developed partner marketing digital campaigns leveraging MDF funds.
- Collaborated with Information Week and INXPO to live stream a thought leadership series to Information Week subscribers, featuring analysts and customers, with integrated live tweeting and in-platform Q&A
- Brought innovative digital marketing best practices to revitalize go-to-market approach.

**Marketing Strategic Consultant - Automobili Lamborghini**

Jill Sugita Marketing Consulting, San Jose, CA

2010 - 2011

- Retained to harmonize corporate and club brands, built out customer brand loyalty and dealer programs.
- Launched new customer website, dealer portal, and marketplace to reinforce the brand and enable customers to interact directly with dealers.

**Director of Business Planning, Marketing and Operations**

6Connex, subsidiary of Design Reactor, Campbell, CA

2007 - 2010

- Drove agency planning, operations, and marketing strategy to transition from project-based to retainer-based accounts.
- Led spin-off of subsidiary and established as new category SaaS virtual event platform leader facilitating organizational and operational change from agency services business model to product-driven business model.
- Reduced annual spend \$500,000 by negotiating contracts and managing agency relationships.

## EARLY CAREER HIGHLIGHTS

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- **Senior Manager, Global Branding and Channel Marketing**, VERISIGN: Delivered on CMO's mandate to build, manage, and protect the brand – company's largest asset valued at \$888.6M.
- **Chief of Staff to the CEO | Director of Marketing**, ELECTRON ECONOMY: Provided marketing leadership and business strategy support to launch company within 4 weeks. Managed \$12 million annual marketing budget.
- **Client Services Supervisor**, RESOURCE MARKETING: Reporting to COO, deployed new business strategy to expand digital marketing services and secured \$10 million client with digital marketing needs.
- **Senior Marketing Manager**, PHILIPS ELECTRONICS: Developed channel integrated campaigns with 8 handheld device OEMs.
- **Account Manager | Account Coordinator | Intern**, CKS PARTNERS INC.: Contributed to national launch of Fujitsu PC notebook computers, achieving 90% brand recognition in the U.S.

## EDUCATION

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### SANTA CLARA UNIVERSITY – LEAVEY SCHOOL OF BUSINESS, Santa Clara, CA

Bachelor of Science (B.S.) in Commerce | Major: Marketing | Minors: International Studies and Spanish

### MIT Professional Education

Applied Generative AI for Digital Transformation Certification

## ADDITIONAL EXPERIENCE

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Marketing Portfolio: <https://www.jill-sugita.com/>

### Written Articles and Blogs:

- [AI for Marketing in 2026: Lessons from the Stranger Things Finale \(Spoiler Alert\)](#)
- [Marketing Is Like a Triathlon – And I'm Glad I've Raced Both](#)
- [5 Essential Strategies to Prepare for AI's Impact on Marketing](#)
- [Transformation Is a Mindset and Culture, Not Just Technology – Especially in the Age of AI](#)
- [The Unified Digital Transformation: 5 Principles for Seizing Constant Opportunities](#)
- [Product-led Growth: 5 Ways for Marketing to Forge a Partnership with Product Management](#)
- [How Wearable Tech and The Internet of Things Helped Me Get My Groove Back \(Forbes\)](#)
- [How Big Data Is Transforming Sports and Making Me Faster \(Forbes\)](#)

### Recognition:

- **Azul** – Marketing “Always Be Better” Value Award for continuous performance improvement of digital marketing.
- **Informatica** – INFAsstar Award for leading enterprise software launch of big data and IoT capabilities, spurring Business Growth, Improvements to Bottom-Line Performance and Internal Business Improvements.
- **Santa Clara University** – Staff Recognition Award for exemplary student guidance and mentorship in marketing and business strategies, pivotal in the establishment and management of the inaugural student-led bar on campus.