



Robert P. Burke

Brand strategy, demand generation, and marketing transformation for enduring companies.

Let's Push
Things Forward.

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PROFILE

Strategic marketing executive with 25+ years building brands, driving demand, and leading change for technology and business-services companies — through rebrands, acquisitions, IPOs, and private-equity transitions. At Akkodis, built a digital-first marketing function generating \$89M+ in influenced pipeline and 1.1M+ net new social followers. Fluent in AI-driven marketing operations — GEO/AIO search optimization, RevOps tooling, and AI-fluent team building — with a consistent record of turning transformation into measurable growth.

01 Brand Strategy & Positioning

02 Go-to-Market & Demand

03 AI-Fluent Marketing Ops

04 Change Communications

05 Teams & Leadership

EXPERIENCE

VP, Global Head of Digital Marketing — Akkodis

2023 — Present

Global digital engineering and technology consulting company, part of the Adecco Group · New York, NY / Global

- Recruited to lead global marketing transformation, building a digital-first performance culture across North America, Europe, and Asia Pacific
- Generated \$89M+ in influenced pipeline through integrated demand generation across web, social, paid, ABM, and content
- Grew social following by 1.1M+ net new followers against larger, better-funded competitors; launched the Tomorrow Engineered LinkedIn newsletter for executive thought leadership
- Drove 77.8% YoY growth in search impressions (21.26M) and 19.9% growth in organic traffic; led the GEO/AIO initiative positioning the brand for AI-driven search
- Built out the marketing technology stack — Salesforce Astro CRM across France, Germany, the Netherlands, and Australia; ZoomInfo EMEA; Qualified.com AI SDR
- Directed marketing for the F1 Mercedes-AMG PETRONAS sponsorship, contributing to \$402.9M in cumulative media value and 471M+ brand exposures

VP, Head of Marketing, North America — Akkodis

2022 — 2023

Formerly Modis · New York, NY

- Led North America marketing through the billion-dollar acquisition of AKKA Technologies and the rebrand from Modis to Akkodis
- Built marketing operations, lead generation, and ABM strategy from the ground up, growing influenced pipeline from \$0 to \$10M+ in under 12 months

SVP, Marketing — GlobalStep

2021 — 2022

Technology services for games and interactive digital products · Remote / Dallas, TX

- Led global marketing for the gaming, interactive entertainment, and digital products verticals
- Grew YoY digital pipeline opportunity 305% within six months, building a new outbound channel from scratch

VP, Marketing, Americas — Sitel Group

2020 — 2021

Global leader in customer experience and business process outsourcing · Remote / Miami, FL

- Built a client-centric marketing organization with defined processes for campaign management, ROI measurement, and optimization — growing marketing-generated pipeline from \$0 to \$53M+
- Directed full-funnel demand generation across paid, digital, nurture, events, and sales enablement; influenced more than 35% of total sales pipeline revenue
- Rebuilt the go-to-market process, including lead scoring models and ROI reporting dashboards
- Launched the "Learn, Lead & Grow" employer brand campaign to support recruitment for critical client launches

SVP, Group Marketing — QualiTest Group

2018 — 2020

World's largest independent, pure-play software quality assurance company · New York, NY / London, UK

- Led brand relaunch and repositioning through a private equity fundraising process and sale to Bridgepoint (London)
- Tripled TCV pipeline while laying the foundation for account-based marketing, adopting Demandbase for execution
- Grew web traffic 32%, qualified leads 29%, and inbound inquiries nearly 2x; grew LinkedIn followers 135%
- Launched the Qualitools SaaS product suite and positioned AI intellectual property under the Qualisense brand
- Built recruitment marketing that supported hiring 1,000+ technologists in a single year

Vice President, Marketing — iQor

2006 — 2018

40,000-employee global BPO and call center solutions provider, through private equity turnaround · Remote

- Provided strategic marketing and communications leadership over 12 years, supporting billions in M&A activity, including the acquisition of Jabil Aftermarket Services
- Consolidated CRM systems and launched a marketing automation platform for lead generation, content marketing, and SEO/SEM
- Led a multi-year corporate rebrand and culture change initiative spanning brand strategy, digital and print communications, and events
- Served as media spokesperson, securing coverage in Bloomberg BusinessWeek, Investor's Business Daily, CNET, and ComputerWorld; named "iQor Champion" by the CEO

Director, Corporate Communications — iQor

2006 — 2008

Director, Global Branding — Monster Worldwide

2004 — 2005

New York, NY

- Protected and built the reputation of the company and its executives during a pivotal growth period
- Published the monthly Monster Employment Index, establishing it as a leading indicator of online job demand, with coverage in The New York Times, The Wall Street Journal, and CNBC Europe
- Ran acquisition and financial communications, including earnings releases, and placed the corporate story on the front page of Barron's

Manager, Corporate Communications & PR — Monster Worldwide

2003 — 2004

Communications Consultant — Prudential UK

2002

Greater London, England, UK

- Implemented communication strategies as part of an enterprise-wide change management program
- Embedded a team-brief cascade process, ensuring 5,400 employees received face-to-face briefings from their line management; developed a UK-wide communication milestone plan

Marketing Communications Manager — Prudential Financial

1998 — 2002

Newark, NJ

- Supported communications through one of the largest demutualizations and IPOs in financial-services history, managing content for an award-winning intranet reaching 12,000 employees
- Overhauled sales force communication channels, achieving \$1.1M in cost savings

Public Affairs Coordinator — New York State Senate

1996 — 1998

- Coordinated all aspects of marketing for one of New York's leading State Senators, including direct mail, media relations, polling, and special events
- Managed local political campaigns on behalf of the Senator's office

EDUCATION & RECOGNITION

Education

B.A., Political Science

State University of New York, Albany — 1996

Certificate, Marketing Fundamentals

NYU School of Continuing Education

Board & Advisory

- Salesforce Marketing Cloud — Customer Advisory Board
- Digital Marketing Advisory Board — USF Muma College of Business

Honors & Awards

- Finalist, PR News Platinum PR Awards — Application of Research
- Gold Award, International ARC Awards — Annual Report
- Gold Award, League of American Communications Professionals
- Monster Employment Index — PR Week, PRSA & SABRE Award finalist
- IABC Excellence Award (1st Place) — Corporate Intranets; IABC "Ace" Award