



# Chris Porreca

• Data Strategy & Insights | Revenue & GTM Operations  
 • Forrester/SiriusDecisions, Oracle Markie Winner & OpsStars Award Holder  
 • Ex-META & SAP | MIT & University of Cambridge Executive Education

Volterra by Andrea Pasquini, enhanced by Chris Porreca using Photoshop's Firefly AI Generative Fill

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## PROFILE

*Creative Data Strategist & Operations Denizen, explorer, astro-photographer, post-rock guitarist, film and synthwave enthusiast.*

*OpsStars Award Holder and Winner of the 'Best Alignment of Sales and Marketing' Oracle/Eloqua Markie award and the Forrester/SiriusDecisions 'Return on Integration (ROI)' Award.*

*Chris P navigates the (sometimes stormy) waters between Sales and Marketing unifying them through Actionable Insights, Long-lasting Enablement, Sound Data Strategy and Memorable Storytelling.*

## PROFICIENCIES



## WORK EXPERIENCE

Please visit LinkedIn for facts and figures detailing my impact for my most recent roles.

Team Lead, Data Strategy & Analytics Nexthink – DE (remote)	03/2025 – PRESENT
Sr. Manager, Data Strategy & Insights Nexthink – UK/DE (remote)	05/2021 – 03/2025
Marketing Operations Lead (SP&O) Strategic Planning & Operations	11/2020 – 05/2021
Meta / Facebook – UK (remote)	
Sr. Strategist – Mktg. Operations Analytics & Insights SAP Concur – London, UK	06/2015 – 11/2020
Marketing Operations Analyst SAP Concur – London, UK	06/2010 – 05/2015
e-Marketing Associate Pyramid Research – Boston, MA, USA	09/2007 – 06/2010

## LANGUAGES

English  
Spanish  
Italian

Native  
Native  
Intermediate

## HOBBIES



## CAREER FOCUS



## ACHIEVEMENTS

- **Winner** – 'Most Cutting-Edge Ops Program of the Year' OpsStars 2023
- **Winner** – Best Alignment of Sales and Marketing in Europe Oracle/Eloqua Markie Award.
- **Winner** – Forrester/SiriusDecisions Return on Integration (ROI) Award.
- **Finalist** – Forrester ABM Program of the Year, 2022 (Submission Based on Marketing Operations Work)
- **Finalist** – Best European Lead Scoring Program Oracle/Eloqua Markie Award.
- **Visionary/Father** – NXT's Marketing Impact Suite: *Marketing Attribution* and *Revenue Acceleration Model*.
- **Lead Presenter** – Monthly Health of Marketing (HoM) KPI & Insights Review EMEA.
- **Chief Architect** – Global Demand Funnel 2.0 Project.
- **Author** – "The Future of Sales & Marketing Data Strategy".

## EDUCATION

Generative Artificial Intelligence: From Hype to Business Impact Cambridge Judge Business School	2025
Platform Strategy: Building & Thriving in a Vibrant Ecosystem MIT – Sloan Executive Education: Strategy & Innovation	2021
B.S.B.A. Marketing Suffolk University – Boston, MA, USA	2004
• Magna Cum Laude B.S.B.A. Marketing / Dean's List	

## PERSONAL SKILLS

Innovation  
Teamwork  
Resourcefulness  
Passion  
Multi-tasking



## SOCIAL MEDIA LINKS

