



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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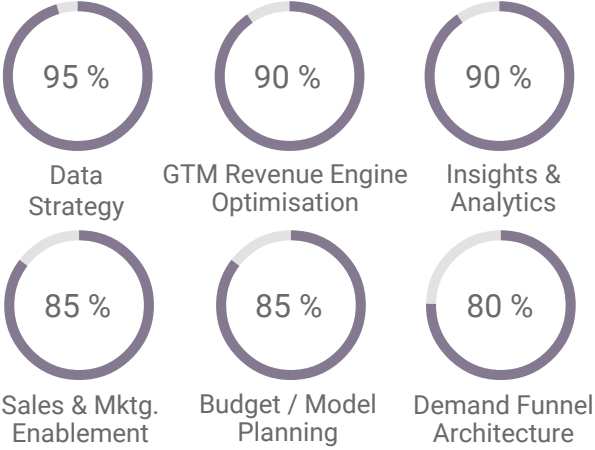
PROFILE

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.***

CAREER FOCUS



PROFICIENCIES

Persuading with Data

Cognitive Load Presentation Management

Demand Unit Waterfall

Buying Groups

Revenue Acceleration

Storytelling Driven Actions & Outcomes

Marketing Attribution

SalesForce

Tableau

Adobe

6sense

Outreach

Marketo

Eloqua

Pivot Tables

Sales Motion

Buyer Journey Mapping

Customer Lifecycle

Enablement

Team Upskilling

Go-To-Market Strategy

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".

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 Meta / Facebook – UK (remote)	11/2020 – 05/2021
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

EDUCATION

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

LANGUAGES

English
Spanish
Italian

Native
Native
Intermediate

HOBBIES

Photography

Travel

Film & Cinema

Fashion

Music

Surfing

Astronomy

Pizza

Innovation
Teamwork
Resourcefulness
Passion
Multi-tasking



SOCIAL MEDIA LINKS

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[Last.fm](#)