

# ANDREW BLOO

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## CORE LEADERSHIP CAPABILITIES

- Executive Leadership
- Organizational Alignment
- Strategic Marketing & Brand Transformation
- Revenue Growth & Pipeline Architecture
- SaaS Go-To-Market Strategy
- Enterprise Product Commercialization
- Turnaround & Profit Recovery
- Cross-Functional Team Leadership
- M&A Support & Strategic Partnerships
- E-Commerce & Digital Growth Systems
- Sales Enablement & Channel Development
- Market Positioning & Competitive Strategy
- Culture Branding & Internal Alignment

## EXECUTIVE PROFILE

Enterprise marketing and business executive with **25+ years of experience** leading brand transformation, revenue acceleration, product commercialization, and cross-functional alignment across SaaS, enterprise technology, agribusiness, and professional services.

**Former CEO and Senior Director of Global Sales & Marketing** with a proven record of scaling revenue, leading turnarounds, building high-performance teams, and guiding organizations through strategic inflection points.

**From 2023–2025**, I stepped away from full-time executive leadership to successfully navigate cancer treatment and recovery — returning fully recovered with sharpened clarity, resilience, and long-horizon decision-making discipline.

**Founder of the HITSLeadership™ executive framework** — a practical operating model aligning Human insight, Intentional strategy, Tactical structure, and Sustainable execution to drive durable growth.

*Seeking VP, SVP, or CMO roles where strategic clarity, structural alignment, and disciplined execution unlock the next stage of scale.*

## PROFESSIONAL EXPERIENCE

**Founder | HITSLeadership™ Executive Operating Framework  
Executive Brand & Marketing Strategist  
2025 – Present | Bend, OR**

Developed and operationalized HITSLeadership™, an executive framework designed to align strategy, structure, culture, and revenue systems for durable growth.

**Advise Leaders, founders, and executive teams on:**

- Enterprise-wide strategic alignment across marketing, sales, and operations
- Organizational structure and execution discipline
- Brand repositioning and narrative clarity
- Growth system architecture and performance metrics
- Cultural alignment with market strategy

## **Marketing Director**

### **Porting.com | Bend, OR | 2021–2023**

Directed SaaS marketing strategy, product launch, and market positioning.

- Led SaaS marketing strategy, product launch, and market positioning initiatives.
- Launched new SaaS product expanding portfolio and strengthening competitive positioning
- Positioned company as market thought leader and category disruptor
- Built and led high-performing marketing team
- Directed digital strategy, sales enablement, and lead generation programs
- Strengthened value proposition clarity and competitive differentiation

## **Director of Sales & Marketing**

### **Norman Building & Design, LLC | Bend, OR | 2020–2021**

Led revenue strategy and executive marketing operations.

- Increased first-year sales performance to 170% of goal
- Built \$50M sales pipeline with 40% conversion to LOI
- Implemented agile methodologies improving workflow and operational capacity
- Directed multi-channel marketing campaigns (digital, print, direct mail)
- Contributed to executive leadership strategy and cross-functional process improvements

## **President (Seabatical - Stay At Home Dad)**

### **Cascade Hop Farm, LLC | Redmond, OR | 2015–2020**

Founded and led agribusiness serving craft beverage industry nationwide.

- Developed business narrative, investor deck, and national marketing strategy
- Built strategic partnerships with agribusiness and small family-owned farms
- Featured presenter, Montana Hop Conference (2019)
- Panel moderator, National Growers Conference (2018)
- Recognized as Most Influential New Member, National Hop Growers Forum (2018)

## **Chief Marketing Officer (Fractional)**

### **27Launches | Redmond, OR | 2006–2015**

Provided executive-level fractional CMO services and operational consulting to technology and consumer brands.

### **Key engagements included:**

- **Jian Software (Turnaround Leadership).**  
Recovered company from bankruptcy and delivered 16 consecutive quarters of profit-over-profit growth. Positioned company for licensing agreement with Lodestar Technologies (Tarkenton Company)
- **Accelerance (Fractional CMO)**  
Led strategic marketing and brand repositioning. Increased new business acquisition through structured sales enablement.

- **Tarkenton Companies (VP of Marketing)**

Built centralized, cross-functional marketing team. Supported corporate pivot and product strategy initiatives.

- **Additional advisory roles included**

Cap-X Group, WinWay Corporation, Wild Ride Brewing, ALT Software, FiveSun, and Custos Technology across product development, ecommerce transformation, GTM strategy, and packaging commercialization.

**Chief Executive Officer**

**SciTech Software Inc. | 2006**

- Led global graphics software company through strategic transition and acquisition.
- Directed enterprise graphics driver product development
- Negotiated IP partnerships and acquisition strategy
- Executed strategic acquisition agreement with ALT Richmond

**Senior Director, Global Sales & Marketing**

**SciTech Software Inc. | 2001–2005**

- Led global B2B sales and marketing operations.
- Managed OEM and VAR partnerships
- Directed enterprise revenue strategy and corporate communications
- Served clients including IBM, HP, AMD, Intel, NVIDIA, GE Medical, Fujitsu Siemens, NEC

**Consulting Manager – Strategic Clients**

**The 4th Revolution | 2000–2001**

- Led multidisciplinary consulting teams delivering integrated marketing and growth strategies.
- Directed consultants, web developers, PR, and account teams
- Implemented SEM, branding, and lead generation strategies
- Delivered measurable revenue growth for strategic clients

**Senior Product Marketing Manager / Producer**

**WinWay Corporation | 1997–2000**

- Led product marketing lifecycle for retail software products.
- Managed branding, packaging, PR, forecasting, and sales reporting
- Negotiated strategic partnership with Avenquest Software
- Improved forecasting accuracy and executive reporting

**EDUCATION**

Bachelor of Arts

Information & Communication Studies (Visual Communications Option)

California State University, Chico

**ADDITIONAL**

DISC Style: Adapted – Supporting Conductor | Natural – Persuading Conductor