

# Peter Van Schaack

Head of Growth Marketing · AI Solutions Architect · B2B SaaS Expert

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## POSITIONING SUMMARY

Growth-focused marketing leader and AI architect with a track record of driving massive revenue gains through the intersection of data-led storytelling and technical automation. Delivered over \$18M in incremental revenue for Fortune 500 brands and scaled SQLs by 400% for high-growth SaaS organizations. Bridges high-level brand strategy with the technical plumbing of modern martech stacks — architecting the CRM, AI, and automation systems that power them.

## SKILLS

Leadership · Positioning · Mentoring · B2B Growth Marketing · AI Solutions Architecture · Go-To-Market (GTM) Strategy · Digital Transformation · CRM & Marketing Automation · Data-Led Storytelling

## EXPERIENCE

**AI Solutions Architect** · Liquid AI Solutions Jan 2026 – Present · Washington, DC

- Guiding executives through AI and automation transformation initiatives.
- Built over a dozen AI applications including grantskynet.com and GovConSkyNet.com.
- Developed Keel, a personal AI assistant.
- Created intelligent chatbots and interactive website experiences for manufacturers.

**Head of Growth Marketing** · Liquid CRM Solutions Apr 2023 – Present · Washington, DC

- Increased revenue 4x YoY through multi-channel GTM strategy.
- Architected and deployed business/marketing automation and AI systems.
- Led cross-functional teams to deliver growth in customer acquisition and retention.

**Director of Growth Marketing** · Waterfield Technologies Oct 2022 – Mar 2023 · Washington, DC

- Scaled sales qualified leads (SQLs) by 400% through segmented ABM campaigns.
- Grew marketing team from 2 to 5 members and managed SDRs.
- Created sales enablement solutions resulting in closing 20% more business.

**Senior Marketing Consultant** · Cognizant Digital Consulting Jul 2021 – Sep 2022 · Washington, DC

- Launched 'beon', a new SaaS product for the transportation industry.
- Led two consulting teams awarded \$500K contract extensions.
- Designed new player insight solutions for Ubisoft.

**Director of Growth Marketing** · Mittkin Marketing Oct 2018 – Jun 2021 · Greensboro, NC

- Increased lead delivery by 158% for RazorSync SaaS.
- Redesigned client website UX to improve lead conversion forms by 300%.
- Integrated sales and marketing workflows for high-growth brands.

**Product Marketing Manager** · ITG Brands Jan 2018 – Sep 2018 · Greensboro, NC

- Managed \$10M marketing budget; led product lifecycle for Dutch Master and Dutch cigar brands.
- Developed new retail and distributor programs driving \$18M in incremental revenue.

**Director of Customer Acquisition** · West Ocean

Mar 2017 – Jan 2018 · Montevideo, Uruguay

- Led creative development, segmentation, and deployment of 500K weekly emails via HubSpot.
- Grew gross sales 40% via product development; initiated loyalty programs.

**Senior Global Digital Marketing Manager** · Syngenta Global

Apr 2012 – Mar 2017 · Greensboro, NC

- Led a team of 7; managed lead gen programs, global transactional websites, and Salesforce projects.
- Created ABM strategies targeting key accounts with 30% lead lift.
- Built the first SaaS application generating over \$500K in annual revenue.

**AVP, Digital Marketing** · Truist

May 2006 – Apr 2012 · Winston-Salem, NC

- Drove new online application rates by 230%.
- Reduced cost per account acquisition by 40%.

**E D U C A T I O N**

Bachelor of Arts, Organizational Communications · State University of New York at Plattsburgh

**W H A T I ' M L O O K I N G F O R**

- Industries: SaaS, Fintech, AI, MarTech, Manufacturing, B2B Services
- Work Mode: Hybrid / Remote