

GENIE LUTZ

EVP Strategic Marketing & Growth, Revenue Operations

1919 Dorner Place, Wenatchee, WA | (509) 393-9234 | genie.lutz@gmail.com

EXECUTIVE SUMMARY

I'm a results-driven executive with a passion for turning strategy into action. With a background spanning Big 4 consultancies, boutique firms, and high-growth startups, I've spent my career helping businesses scale, simplify complexity, and create sustainable revenue growth. I thrive at the intersection of marketing, sales, and operations—building systems that don't just work but drive measurable impact. Whether it's restructuring marketing teams for efficiency, refining brand messaging, or leading large-scale rebranding efforts, I bring a mix of strategic vision and hands-on execution to every challenge.

CORE COMPETENCIES

- **Strategic Leadership:** Multi-Year Planning | ABM | Business Consulting
 - **Marketing & Growth:** SEO/SEM | Brand Positioning | Demand Generation
 - **Revenue Operations:** CRM Optimization | Budget Oversight | Sales Enablement
 - **Data & Analytics:** Web Analytics | Competitive Intelligence | Performance Metrics
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CAREER HIGHLIGHTS

- **Turnaround Success:** Spearheaded a marketing overhaul that sold out a **400-unit condo inventory in just 30 days**, taking occupancy from 10% to 100%.
 - **Cost Efficiency:** Restructured paid acquisition strategies, cutting **lead costs by 75% in just 40 days**.
 - **Legal Industry Growth:** Developed an SEO strategy that **achieved #1 SERP ranking for six months**, driving an oversubscription of class action leads.
 - **Messaging that Converts:** Translated complex investment software into clear, compelling messaging that **tripled audience engagement** in six months.
 - **Revenue Expansion:** Integrated marketing and sales teams post-merger, **doubling revenue while reducing churn**.
 - **Global Impact:** Led an international rebranding initiative following a merger, ensuring seamless market positioning while maintaining **top search rankings**.
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PROFESSIONAL EXPERIENCE

Executive Vice President, Consulting **FullFunnel** | July 2022 – Present

- Built and launched a new **Revenue Operations (RevOps) service line**, helping businesses optimize sales and marketing efficiency.
- Led client strategy, account management, and product development to **improve retention and revenue growth**.
- Partnered with internal teams to refine **go-to-market strategies**, aligning sales, marketing, and operations for seamless execution.

Chief Marketing Officer, Strategic Account Manager | June 2016 – July 2022

- **Merged and streamlined marketing teams**, driving **2x revenue growth** and significantly increasing client retention.
- Managed a **\$2.8M marketing budget**, optimizing spend and improving execution efficiency.
- Implemented data-driven marketing strategies that **enhanced lead conversion rates and reduced acquisition costs**.

Founder & Principal Consultant Edge Digital Consulting | 2011 - 2016

- Launched a boutique consulting firm focused on helping businesses refine their **brand positioning, digital marketing, and growth strategies**.
- Worked closely with clients across various industries, offering hands-on expertise in **SEO, content marketing, and demand generation**.

Director of Online Media & Strategic Marketing The Wenatchee World | 2009 – 2011

- Led the **digital transformation** of a regional media company, expanding its online presence and growing **social media engagement to 100K+ followers**.
- Developed new revenue streams through innovative content strategies and online advertising models.

Partner, PwC – Online Strategy PricewaterhouseCoopers | 2001 – 2009

- Pioneered PwC's **first video-based client communication platform**, enhancing engagement and brand reach.
- Managed a global team of 400+, fostering cross-regional collaboration and **driving digital innovation**.

Partner, PwC – Knowledge & Innovation Solutions PricewaterhouseCoopers | 1995 – 2003

- Designed and launched PwC's **first internal knowledge-sharing platform**, achieving 90% adoption and transforming how teams collaborated.
- Led the integration of **SAP, Oracle HR, and CRM systems**, creating a more streamlined global operation.

EDUCATION

Rice University – B.S. in Business & Biology

VOLUNTEER & BOARD MEMBERSHIPS

- **GWATA Board Member** (2010 - 2017)
- **Velocity Swimming Board Member** (2012 - 2020)
- **YMCA Swim Instructor & Lifeguard** (2010 - Present)