

Billy Jones

Chief Marketing Officer | Brand, Growth & AI Transformation

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A rare CMO who came up through creative. I've won Cannes Lions for the world's biggest brands and scaled a SaaS marketing org to \$350M ARR, owning a \$93M self-serve P&L, an 85-person organization, and an AI transformation under my belt.

Fifteen years of engineering creativity across two careers: agency leader turned CMO. On the agency side I led global work for Mars Wrigley, Brown-Forman, LinkedIn, Facebook, Lay's and Wells Fargo. As CMO of Hootsuite I've owned a self-serve P&L, driven record enterprise pipeline, led AI transformations, and overhauled product design for a SaaS platform used by 500,000+ customers.

The through-line: creativity is the sharpest tool in the business toolkit, not a soft one. I build cultures where strategy and creative push each other harder, and where the work is measured by what it moves, not what it wins.

EXPERIENCE

Hootsuite

Chicago, IL

Chief Marketing Officer April 2025 – Present

VP, Marketing Mar 2023 – April 2025

Sr. Director of Brand Jan 2022 – Mar 2023

Joined as Sr. Director of Brand. Left as CMO of a \$350M ARR SaaS company.

- As CMO, lead all marketing strategy and execution across brand, creative, product marketing, demand gen, content, media, comms and design. Manage a team of 60 and a \$15M operating budget, navigating a 2025 company-wide re-org that consolidated an 85-person marketing org into one enterprise-focused team
- Led Hootsuite's first full rebrand in over a decade (2023), overhauling visual identity, logo, design system and company narrative to reposition the brand from an SMB social scheduling tool to a modern mid-market and enterprise platform, directly enabling the company's upmarket growth strategy
- Repositioned media strategy from a pure performance model to a balanced mix of performance and future demand, with new investment in online video, connected TV, OOH and social, paired with disciplined ROI measurement
- Spearheaded a rethinking of Hootsuite's ICP audience that shifted company strategy, drove 20% YOY ICP growth and fueled the largest quarter of enterprise pipeline in company history: \$9.5M in inbound marketing pipeline in Q1 2026
- Helped lead the acquisition and integration of Talkwalker into Hootsuite, including the creation of a unified GTM motion and the new brand architecture: Hootsuite Powered by Talkwalker
- Served as the company's product design leader, embedded within the product org, spearheading a full UX/UI overhaul that modernized the platform into an AI-driven experience

Rebuilt how the marketing team works, using AI to cut costs, consolidate tools and create net-new capabilities.

- Reduced blog content spend from \$1M to \$150K by implementing AI content generation through AirOps, without sacrificing output volume or quality
- Eliminated \$750K in stock and photography costs by integrating Midjourney into the creative workflow as a first-line visual production tool
- Consolidated three separate customer and internal learning platforms into a single AI-driven experience via Sana, driving 50%+ increase in employee engagement with learning material
- Launched Hootsuite's first AI SDR, performing at parity with human SDRs and opening a scalable, lower-cost pipeline channel

Energy BBDO

Chicago, IL

SVP, Creative Account Leadership (Group Director) Jan 2020 – Feb 2022

Grew account revenue, redesigned the agency's account leadership training, and won multiple Cannes Lions.

- Grew agency revenue +30% in the first 12 months of the Brown-Forman/BBDO relationship
- Won the Facebook Artificial Intelligence business by developing an agile, creative sprint process tailored to emerging tech
- Led the account team behind *Reverse Renegade* (Cannes Gold Lion 2022)
- Launched Old Forester Kentucky Turtle Derby (CNN, Barstool Sports, ESPN SportsCenter)

Clemenger BBDO

Melbourne, Australia

Group Business Director Mar 2018 – Jan 2020

Moved to Australia to work at the Cannes-awarded best agency in the world.

- National lead for Mars Wrigley Confectionery: Snickers, M&M's, Mars Bar, Maltesers, Eclipse, Extra, 5Gum
- Launched *Extra Support Acts*, 2nd most-watched YouTube ad in Australia, 2018 (Cannes Silver 2019)
- Executed *Mars Bar Sticky Searchuations*, the first dynamic ad on Google using real-time trending searches (Bronze Spike 2019)
- Managed global rollout of *Snickers Hungerithm* across 6 continents (Cannes Gold 2017)

Earlier Agency Career

2010 – 2018

BBDO San Francisco Account Director / Management Supervisor (2015 – 2018)
Energy BBDO & Laughlin Constable Sr. Account Executive / Account Manager (2010 – 2015)

- Led global campaigns for Mars Wrigley, Lay's, LinkedIn, Wells Fargo, Facebook, Golden State Warriors and Cesar
- Launched LinkedIn's first-ever brand platform and brand campaign: *You're Closer Than You Think*
- Managed Lay's *Do Us A Flavor* program (14.5M submissions vs. 7.6M target) and Lay's first global equity TV campaign
- Managed the Wells Fargo 2015 brand relaunch, including the culturally viral *Learning Sign Language* spot
- Led Cesar's *Women's Best Friend Too* campaign (116.6MM earned impressions, 13.2% YOY sales lift)

EDUCATION & CREDENTIALS

University of Illinois at Urbana-Champaign
B.S., Media Studies

MIT Design Lab
Mastering Design Thinking (2020)

Marketing Week
Mini-MBA with Mark Ritson (2018)

BOARD SERVICE

826CHI, Board Member, 2021–2023
Nonprofit amplifying the voices of Chicago's youth through creative writing, tutoring and publishing.

INDUSTRY EXPERIENCE

Data · SaaS · CPG · Spirits · Tech · Finance · Sports · Petcare · Retail/Apparel · Healthcare · Education · QSR · Toys

SPEAKING

SXSW Keynote (x2), AI & Creativity

AWARDS

Cannes Gold Lion (x2) · Cannes Silver Lions (x2) · Bronze Spike · Golden Carousel Pitch Award