

# Alan Belkin

## Global CxO 13 Years Experience



### AREAS OF EXPERTISE

- Demand generation for B2C, B2B brands & products
- SEM, SEO, Social, Affiliate, Email & Channel marketing
- Omni-channel, eCommerce strategy & digital execution
- Quantitative & data analytics, visualization skills
- C-Suite Executive Leadership (10-30+ personnel)
- UI/UX, Web design, A/B testing, CRO & CMS deployment
- Martech stack integration & CRM deployment
- Programmatic P&L, product & financial ROI analysis

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### EDUCATION



**Melbourne University**  
Bachelor of Commerce  
Jan 2007 - Dec 2008

**Want more  
information?**

[meet.alanbelkin.com](https://meet.alanbelkin.com)

### BACKGROUND

01

**Founding Principal**  
**Immune Capital Partners** (West Palm Beach, FL)

Aug 2019 – Ongoing

- **Established** a fund, founded with a focus on healthcare & life-sciences sectors to roll-up fragmented / consolidate sectors
- Focus in M&A, debt financing, capital raising for purpose of acquiring companies in behavioral health & death care sector

02

**Chief Marketing Officer, Advisor**  
**Medical Tech (Stealth Med Tech)** (New York City, USA)

Mar 2019 – Jul 2019

- **Delivered** branding, UI/UX and mobile/ desktop app design & build spec for Stealth Medical Aesthetics Co launching in NYC
- **Led** staff, talent and agency relationships including 3rd party vendors to deliver on brand & corporate strategy within 5m
- **Prepared** the company for capital raise with local VC's and medical industry practitioners to execute strategy into 2020/21

03

## Chief Marketing Officer, Chief Executive Officer (4 years)

Aug 2010 - Dec 2018

### Electricity Wizard (exit to private equity)

- **Developed** #1 rated B2B and B2C financial services comparison site in Australia to assist millions to secure cheaper utility bills
- **Added** 1.2 million+ customers acquired in 50 months with 15% attrition rate and \$700m annual revenue for partners
- **Sold** to Private Equity fund that bought in to expand & scale growth and executed strategy as CMO to drive exit next 4 years
- **Coordinated** \$15m+ in digital spend with UI/UX optimization leading to 15% ROAS increase and driving EBITDA growth
- **Managed** performance marketing channels. Deep knowledge in SEM, SEO, UI/UX, CRO and driving organic growth via digital
- **Rolled out** digital marketing strategy roadmap & executed all content creation strategies to scale user growth & engagement
- **Built** national sales and marketing team (50+ people) from inception to exit managing OKR's / targets to facilitate sales goals
- **Closed multiple** >\$5m dollar deals with publicly listed companies on ASX to drive revenue growth & stabilize earnings

04

## Digital Product Lead, Co-founder

Oct 2009 - Feb 2010

### JAAM Energy

- **Founded and scaled** digital strategy & sales for B2C lead generation for products to retool homes for energy efficiency
- **Executed** SEM, online strategies to drive growth. Build out national sales team to take inbound enquiries & close sales
- **Launched** national CRM system and national installer integration for billing, ERP and accounting systems for scale

05

## Head of Sales, Co-founder

Jan 2007 - Dec 2008

### Ozone International Ltd

- **Formed** company to fill unaddressed market in the utilities / telecom sectors with outsourced sales model for B2B, B2C
- **Managed** sales team, contract negotiation, training and development of personnel, built sales team incentive structures
- **A/B tested** multiple sales commission structures-base salary schemes to converge on flat rate incentives for sales agents
- **Ran** operations and external channel partner relationships with organizations including securing ASX Top 200 contracts



[See more skills here](#)

## PASSIONS

Sports (competitive tennis, golf), mentoring, Harvard Business Review, Fast Company, IoT, sales and performance coaching, travel