

MARVIN RUSSELL

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CHIEF EXECUTIVE OFFICER

Growth-Focused Leader with 20+ Years of Expertise in Scaling Businesses, Operational Excellence, and Revenue Growth

Highly versatile and experienced **CEO** offering expertise in P&L ownership, strategic acquisitions, and full-funnel marketing optimization. Proven track record of **scaling companies to success, leading high-impact teams, and achieving multiple successful exits in the multimillion-dollar range**. Committed to driving meaningful impact and sustainable growth.

- ✦ **Growth & Expansion:** Led P&L and scaled multiple companies, driving \$10M+ in new revenue and three successful exits totaling multimillion dollars, including a top ADHD-focused SaaS platform.
- ✦ **Leadership & Strategy:** Built and coached executive teams, led 115+ professionals across product, marketing, and engineering, and executed 10+ successful acquisitions.
- ✦ **Marketing & Retention:** Implemented full-funnel attribution and customer retention strategies, reducing churn from 5.9% to 2.9% and linking \$1M+ in new revenue to optimized marketing efforts.

PROFESSIONAL EXPERIENCE

MemberSpace

11/2022 – Present

No-code platform for selling memberships, digital products and content

Chief Growth Officer

- **Owned P&L and led revenue strategy**, achieving **33% growth in the first year** through pricing optimization and strategic marketing initiatives.
- **Increased ARR by \$300K** by identifying and implementing a new **pricing model** tailored to high-value customers.
- **Reduced churn from 5.9% to 2.9%** by analyzing retention cohorts and introducing **annual plans**, doubling **customer lifetime value (LTV)**.
- **Revamped customer onboarding**, introducing a company-wide **North Star metric**, which **doubled in year two** through enhanced activation strategies.
- Implemented full-funnel attribution, directly linking **\$1M in new revenue** to its original source, improving marketing efficiency.
- **Restructured support operations**, increasing customer satisfaction and leading to **100+ new Trustpilot reviews**.
- **Created a retrospective process** for all projects, identifying key learnings to **reduce inefficiencies and improve execution**.

SureSwift Capital

06/2017 – 10/2022

Private equity firm acquiring and scaling SaaS businesses

Portfolio Director

- **Owned P&L across a \$30M+ portfolio**, overseeing **115 team members** across multiple companies.
- **Grew portfolio revenue from \$20M to \$30M** by optimizing operations, aligning teams, and executing **strategic acquisitions**.
- **Led 10+ acquisitions** and team transitions, successfully integrating teams and scaling multiple brands, driving **\$15M in revenue impact**.
- **Developed and executed a tailored SEO strategy**, reviving a struggling SaaS property from near shutdown to a **\$1M exit**.
- **Drove significant revenue growth** across multiple portfolio companies, including scaling Tasters Club from **\$2M to \$3M**, Docparser and Mailparser from **\$2.5M to \$3.5M**, and Back in Stock from **\$1.9M to \$3M**.
- **Coached and developed 10+ CEOs**, providing strategic guidance on growth, retention, and operational leadership.
- **Implemented EOS (Entrepreneurial Operating System)** across all portfolio companies, driving operational efficiency and business scalability.
- **Standardized tech stack** across all companies, improving efficiency and reducing costs by **\$250K**, cutting consultant expenses by **50%**.
- **Implemented full attribution tracking** across properties, optimizing **marketing and growth strategies**.
- **Worked closely with engineering to reduce tech debt**, prioritizing key development projects to improve scalability.

MySiteAuditor

11/2014 – 06/2017

*Embeddable SEO audit tool to double leads and sales in 30 days***CEO & Founder**

- **Founded and scaled** one of the most recognized SEO tools globally, achieving **12% month-over-month growth** across **20** languages.
- **Developed and executed** a go-to-market strategy, driving rapid user acquisition and revenue growth.
- **Built and led** engineering, support, and growth teams, optimizing operations for scalability and efficiency.
- **Launched an embeddable product**, which accounted for **80% of the following year's revenue**.
- **Successfully exited the company for \$1.2M**, generating a strong return for stakeholders.

Checkli

09/2017 – 02/2024

*Workflow automation and checklist tool for organizing tasks and scaling team processes***CEO & Founder**

- Scaled a **global SaaS platform to 500,000 signups** and **40,000 weekly visitors** by leveraging SEO and product virality.
- Launched a **public Checklist Template Library**, responsible for **400,000 of 500,000 total signups** and significantly boosting engagement.
- Outperformed major competitors like **Canva in SEO rankings**, solidifying market leadership.
- Developed and optimized an **embeddable product**, which drove **80% of the following year's revenue**.
- Successfully exited the company after driving sustained growth and product adoption.

The Ocean Agency

01/2004 – 11/2014

*SEO and web design firm***CEO & Creative Director**

- Led digital marketing and **growth strategies** for **Fortune 500 brands**, including **Walgreens, Sprite, Toyota, CareerBuilder, and BlackBerry**, delivering high-impact branding and content campaigns.
- Built and managed **creative and technical teams**, driving **measurable business outcomes** through data-driven marketing, user engagement strategies, and product positioning.

EDUCATION & TRAINING**Bachelor of Arts, Business Administration, Minor in Political Science – Illinois State University****Additional Education & Training:****Executive Business Coaching** (2 Years of Training, Pat Ward Consulting)**Agile & Scrum Leadership Training****Framing & Shaping Training****Google Analytics Certification****SaaS Academy Member** (2 Years)