

# BEN SAREN

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## Overview

Ben is a seasoned, entrepreneurial and innovative executive with over 22 years of high tech management, marketing, operations, and leadership experience for high-tech B2B and B2C companies with specialties in marketing, business and corporate development, and team management. Known for creative disruption of the status quo and building real, measurable and sustainable value for stakeholders, Ben has been featured in popular media from The Wall Street Journal, Forbes, The Boston Globe, and numerous industry blogs. He's a skilled public speaker and panelist and has presented at major industry events and conferences.

## Areas of Expertise

- Startups
- Value Proposition Extraction
- Business Model Development
- Value-based Sales & Marketing
- Business Model Execution
- Strategic Planning/Analysis
- Product Marketing Strategies
- Market Research and Analyst Relations
- Operations Management
- Marketing Leadership and Management
- Revenue Generation
- Business Development
- Corporate Development
- Fundraising, Investor and Board relations

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## Selected Career Highlights

- Adept at unlocking the essential value propositions concerning complex products and conceiving new ways to position them through core product, marketing and sales alignment and value-based business model execution to deliver on the value, increasing customer lifetime value, developing brand value and inspiring all stakeholders.
- Excellence in the management of human and technological resources for the advancement of strategic business goals and objectives and KPI achievement, and building internal stakeholder buy-in. Well reputed as a top manager, with demonstrable results across several nuanced and complicated organizations. Versatile and respected leader who works hard to earn and built trust through organizational success and achievement.
- Deep high-tech B2B and B2C experience, successfully founded, built, sold two high-tech startups (B2B and B2B2C)

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## Professional Experience

**Chief Executive Officer** | Dropsource | Raleigh, NC | 2016 – 2019

*Founded in 2014, Mobile Application Development Platform (MADP) startup, took over CEO role after 4 months*

- Initially joined Dropsource, an early stage high-tech startup as Vice President of Customer Development, until being promoted by the board of directors to CEO four months later with a primary mission to bring the company's product to market and deploy its first business model.
- Subsequently restructured the team and oversaw the roll-out of an innovative and revenue-generating product in the global low-code market, earning Strong Performer marks from Forrester Research.
- Raised a \$6M round of financing from existing and new investors.
- Launched an Enterprise-market product and successfully closed deals with Fortune 500 and 100 companies, and established major strategic partnerships.
- Other responsibilities included overseeing all day-to-day activities, training new managers, board responsibilities, investor relations, and expanding the brand, business and business model.

**Senior Vice President Marketing** | Cayan, LLC | Boston, Massachusetts | 2014 – 2016*\$200M 17-year-old card-present payments industry leader, sold for \$1B.*

- Joined Cayan with a specific charter to restructure and modernize all marketing strategies and competencies. Initiated, oversaw and completed sweeping voice of the customer (VOC) initiatives, comprehensive marketing technology upgrades, including marketing automation and CRM implementations, entirely new product marketing roles, market intelligence and micro segmentation programs.
- Implemented customer value-based marketing framework, in concert with Sales, rescued and revamped digital inbound marketing strategies directly attributed to direct sales channel successes, and oversaw all partner and agent channel marketing strategies.
- Responsible and accountable for a staff of 25 marketing experts, multinational marketing support, a multimillion dollar marketing budget, acquisition integrations, \$74MM in direct sales lead generation, and worked with the company board of directors and and private equity team on strategic initiatives.

**Vice President Strategy** | CO Everywhere | Boston, Massachusetts | 2014*Founded in 2011, pre-revenue geo-local technology startup*

- As Vice President of Strategy at this early-stage, pre-revenue startup was ultimately responsible for business model development, market research, go-to-market strategies, and all business unit strategies, operations and planning.
- Was solely responsible for MVP customer development, testing, and validating key commercial strategies, and business models as well as traveling to industry events and conferences and representing the company as one of its chief evangelists.

**Vice President, Marketing** | Litle & Co. | Lowell, Massachusetts | 2011 - 2013*E-commerce payments company; organization was acquired by Vantiv (NYSE: VNTV) in 2012 for \$361MM*

- As Vice President of Marketing at this legendary and pioneering card-not-present e-commerce payments company, hired to reorganize and restructure the marketing organization and all processes, and reposition its role within the organization, with a focus on a longer term acquisition.
- Oversaw a department of twenty seasoned marketers, and ultimately responsible for measurable opportunity and value creation, redefining and repositioning Litle and its brand in the payments and FinTech industry and within the broader marketplace.
- As an active and influential member of the company's senior leadership team, played an instrumental and cross-functional role evangelizing corporate-wide initiatives and cultivating leaders and innovation within it. Litle was acquired by Vantiv (NYSE: VNTV) in December 2012 for \$361MM.

**Co-Founder & CEO** | CitySquares.com | Boston, Massachusetts | 2005 - 2010*Co-founded CitySquares, the pioneer of hyper-local search, in 2005, bootstrapped it for 19 months until securing Series-A and subsequent financings from investors including Mark Cuban and Jonathan Kraft, among others.*

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- Overall responsibility for business model strategy, development, and execution, as well as business and corporate development, partnerships, operations, and investor and board relations.
- Instrumental in innovative advertising programs with key accounts and partnerships including Starcom Mediavest Group, TMP Worldwide, Primedia, and the US Postal Service.
- CitySquares grew its customer base from the ground-up to tens-of-thousands of local businesses and dozens of large national advertisers, a staff headcount to 25, monthly website traffic averaging more than 3.5M unique visitors, and earned a reputation as the pioneer of hyper-local search and hyper-local advertising.
- CitySquares was acquired in mid-2010.

**1995-2005 Additional experience** as a CEO, IT Director, Project Manager and other roles at Delphi.com, Digital Equipment Corporation, RSA, Parametric Technologies, GE Capital, and Bell Atlantic.

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**Professional Development & Training**

Certified in Strategyzer's Business Model and Value Proposition Canvassing  
 Pragmatic Marketing Coursework  
 Microsoft Certified Solutions Expert (MCSE)

Northern Essex Community College | **Western Literature, Philosophy**  
 Bunker Hill Community College | **Business Management, Marketing, Accounting**