

Monica Vendituoli

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Experience

Microsoft Marketing Technology Manager

New York, NY · 2023 to Present

- Currently managing Contact Sales as a CTA end to end globally while owning go to market strategy, product marketing, and positioning and messaging for AI powered customer engagement solutions, generating a \$100M FY26 revenue pipeline and 151.6K+ qualified leads across 70+ countries.
- Define and own the story for AI agents that complete entire workflows end to end.
- Craft positioning and messaging that distills complex technology into a simple, repeatable narrative and turns the product into a trusted partner enterprise teams need, not another AI vendor.
- Generate pipeline at scale by building and executing campaigns that fill the funnel with qualified executives ready to transform their operations and measure success by pipeline influenced and competitive deals won, not vanity metrics, delivering 18.5% YoY conversion improvement in Dynamics 365, Marketo, and Power BI.
- Enable sales to win with competitive intelligence, battlecards, case studies, ROI focused sales materials that move deals forward, and thought leadership that helps close deals against funded competitors.
- Create content that converts across LinkedIn posts, blogs, landing pages, and customer stories. Designed, launched, and scaled an internal agentic AI agent in Copilot Studio that automated full cycle content creation, reducing production time by 85%.
- Build trust through relationships as a relationship builder and scrappy executor in field marketing, customer events, and cross functional work with Product, Sales, Legal, and Revenue. Balance strategic thinking with hands on execution across multiple channels.

MAV Media & Messaging Founder

New York, NY · 2022 to 2024

- Served as the founding and only marketer for three early stage, venture backed B2B startups in growth stage environments, wearing multiple hats across product marketing, demand generation, brand, and go to market strategy from 0 to 1, driving qualified leads and one startup's successful six figure acquisition.
- Built a customer marketing engine including studies, reference programs, awards, and community building, and created trust through events, community building, and strategic partnerships that produced 40 Under 40 wins, Investopedia Top 100 Advisors, and high profile speaking opportunities.
- Turned conferences into pipeline through speaking opportunities and customer events rather than expensive booths. Pitched reporters and generated 10M+ pageviews in Business Insider, TechCrunch, and The New York Times through earned media rather than digital marketing alone.

CSG Associate, Communications Strategy

Denver, CO · 2020 to 2021

- Supported B2B marketing and go to market strategy for six clients in regulated industries including healthcare and financial services, developing positioning and messaging, thought leadership, and multi channel programs that generated 50M+ pageviews in Forbes and FOX Business.
- Conducted stakeholder interviews to understand how health systems and institutional buyers buy, who the key influencers are, and what messages resonate with overwhelmed providers and operators.

Several News Outlets Investigative and Health Journalist

Various Locations · 2015 to 2020

- Covered hospital systems, physician networks, and the regulatory landscape shaping how healthcare communicates and how health systems buy, distilling complex clinical, technical, and policy issues into narratives that drove legislative changes.
- Won Colorado Press Association First Place Business Reporting and multiple North Carolina Press Association awards. Relationship builder who created trust through primary research, community coverage, and pitching editors, not just generating awareness.

Education

Duke University, Fuqua School of Business

Master of Business Administration

Wheaton College

Bachelor of Arts, Economics