

Marc David Cohen

www.linkedin.com/in/marcdcohen/

ADJUNCT INSTRUCTOR – SALES | STRATEGIC MARKETING LEADER

High-impact Marketing, Sales, and Operations executive with a proven record of designing and teaching real-world marketing strategy, sales process optimization, and revenue generation frameworks. Brings deep expertise across B2B and B2C environments, from startups to Fortune 50 enterprises. Known for translating complex business concepts into actionable strategies—ideal for engaging students and preparing them for modern marketing and sales careers.

Experienced in curriculum-relevant disciplines including strategic marketing, sales enablement, customer experience, sales forecasting and pipeline development, and data-driven decision-making. Adept at mentoring, training, and leading diverse teams globally while driving measurable outcomes.

- Brings **real-world marketing and sales execution** into the classroom.
- Connects theory to **practical application and measurable outcomes**.
- Offers **current industry insights** into a complete sales environment.
- Experienced mentor and trainer with a passion for **developing future business leaders**.

CORE TEACHING & SUBJECT MATTER EXPERTISE

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| • Strategic Marketing & Planning | • Sales Enablement & RFP Strategy | • Customer Experience & Journey Mapping |
| • Sales Process Design & Optimization | • Marketing Analytics & Lead Generation | • Market Research & Competitive Analysis |
| • Sales Management and Administration | • Integrated Marketing Communications | • Change & Process Management |
| • Branding & Corporate Reputation | • Organizational / Executive Leadership & Training | • Event Marketing & Experiential Learning |

PROFESSIONAL EXPERIENCE

PROCARE RX – Gainesville, GA

Sr. Vice President, Marketing | 2025 – Present

Vice President, Sales & Marketing | 2024 – 2025

Pharmacy Benefit Management Solutions Company

- Oversight of Marketing, Communications, RFP/Proposals, and Sales Operations/Administration.
- Manage cross-functional teams including oversight of 5 direct sales executives
- Coach, Counsel and Mentor sales team through process and deal creation
- Research opportunities and ideal customer profiles (ICP)

- Own the sales lifecycle from lead generation through contracted sale
 - Drive brand awareness and lead generation
 - Deal, pipeline, and win/loss analysis
 - Manage special projects
 - Sales Operations, Training, and Administration
 - Personnel Management
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GREEN BOW CONSULTING – Sugar Hill, GA

Managing Director | 2019 – Present

Founder of boutique consulting firm advising organizations on building and scaling marketing and sales functions.

- Serve as fractional CMO and Sales advisor, guiding clients through marketing transformation, sales process development, and brand positioning
 - Design and implement comprehensive marketing plans, sales structure, workflows, territory planning and go-to-market strategies
 - Lead training initiatives and mentor internal teams on sales best practices
 - Facilitate change management and organizational alignment during growth or transition phases
 - Oversee sales, marketing, public relations, events, and communications strategies
 - Build and manage offshore and cross-functional teams to scale operations
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SHOW PROS ENTERTAINMENT SERVICES – Duluth, GA

Senior Supervisor / Event Manager | 2003 – Present

Lead event operations and customer experience initiatives across major venues and high-profile events.

- Manage end-to-end event operations including logistical support, customer experience, and front/back-of-house coordination
 - Supervise large teams and ensure excellence under high-pressure environments
 - Contribute to major events including Super Bowl LIII, large-scale concerts, and university athletics
 - Operations training and mentoring of staff
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PYRAMID CONSULTING – Alpharetta, GA

Vice President, Global Marketing & Communications | 2020 – 2024

Led global strategy for \$550M technology and staffing organization.

- Built and managed global marketing teams across multiple regions
- Increased lead generation by 200% through integrated campaigns (LinkedIn, email, outbound)
- Created and managed a direct inside sale function

- Designed and delivered webinar series with 3,500+ attendees
- Implemented CRM and marketing automation tools (Dynamics, HubSpot) to improve pipeline and sales efficiency
- Created sales process and pipeline management/accountability
- Developed RFP processes achieving ~80% success rate
- Grew social media presence by 400K+ followers
- Launched corporate social responsibility initiatives and internal communications platforms

INNOVA SOLUTIONS (ACS GROUP) – Duluth, GA

Vice President, Global Marketing & Communications | 2016 – 2019

Directed global marketing, sales enablement, and brand strategy for \$1.5B enterprise.

- Created scalable marketing operations and analytics frameworks
- Sales process and training
- Produced 100+ RFx annually supporting ~\$370M in revenue
- Led 40+ trade shows and events annually
- Improved brand reputation and employee engagement metrics significantly
- Managed and mentored global team of 26 professionals
- Created and managed a direct inside sale function

EARLY CAREER EXPERIENCE

Marketing, communications, and event operations roles supporting university, professional sports, healthcare, and service organizations.

- M*MODAL, INC. – Senior Manager, Product Marketing
- UNITED PARCEL SERVICE (UPS) – Senior Manager, Global Healthcare Strategy
- RELAYHEALTH (McKesson) – Senior Director, Product Marketing & Communications
- EPICOR – Manager, Product Marketing and Sales Support
- Banking, Professional Sports, Healthcare, Staffing, Software/Technology, Services, Events

EDUCATION

- **MBA in Marketing/Business**, San Francisco State University
 - **BA in Economics/Business**, University of California at Los Angeles
 - **Advanced Certificates in Government and Public Policy**, University of Georgia – Carl Vinson Institute of Government
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COMMUNITY SERVICE

- American Legion, Post 127 Sugar Hill – Sr Vice Commander, Sons of the American Legion
 - Sugar Hill Arts Commission – Founder and Executive Board Member
 - Players Guild at Sugar Hill – Treasurer/Executive Board Member
 - City of Sugar Hill – 2025 Volunteer of the Year
 - University of Georgia Sales Dawgs – Volunteer Judge
 - Leadership Gwinnett – Class of 2018 Graduate
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