

CORRINA M. COHEN

Driving Revenue Through MarTech, Data & AI

EXECUTIVE IMPACT SNAPSHOT

Enterprise Marketing Technology leader transforming CRM, data, and automation ecosystems into scalable, revenue-generating platforms across multi-brand organizations.

BUSINESS IMPACT

- **Revenue Growth:** Improved marketing performance from -23% to +20% YoY; increased engagement 20%+ via AI optimization
- **Customer Data:** Recovered 200K+ records, driving record campaign revenue
- **Cost Savings:** Delivered \$1M+ annually through MarTech optimization
- **Scale:** Led transformation across 5+ brands; built Salesforce & MarTech CoE
- **Governance:** Enabled public company readiness with compliant marketing systems
- **Operations:** Scaled workflows from 65 to 700+ within Salesforce Data Cloud
- **AI & Data:** Advanced AI adoption (Agentforce, Data Cloud) with privacy-first governance

CORE LEADERSHIP AREAS

MarTech Strategy • Salesforce • CDP • Personalization • AI & Automation • Data Governance • Marketing ROI • Omnichannel Engagement

LEADERSHIP APPROACH

- Business-first, outcome-driven technology strategy
- Data as a scalable, governed product
- Simplification to enable speed and growth
- AI applied for measurable impact

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