PETER BOOSE

Senior Field Marketing Manager | Enterprise Field, ABM and Executive Experiences

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$10M+	**3 days → 3 hrs**	**$620K**	**~75%**
qualified pipeline, 2023–2026	lead processing per show	closed within 18 days of SuiteWorld	ICP share of event opps

PROFILE

Strategic, data-driven field marketing leader with 12+ years building pipeline and accelerating revenue for B2B SaaS and enterprise companies. Works side by side with Sales on account priorities, then builds the executive events, regional activations, ABM plays and partner programs that get in front of hard-to-reach buyers. Known for memorable C-suite and internal experiences, and for programs measured by pipeline and revenue.

WORK EXPERIENCE

Tipalti Inc., Foster City, CA Oct 2021-Present

Senior Manager, Field Marketing

- Generated **$10M+** in qualified pipeline across **290** qualified opportunities from field events I ran, 2023–2026 YTD; hit **103%** of the Q1 2026 qualified-opp goal.
- Partner with Sales, Product Marketing and Executives on field strategy for CFO, Controller and VP Finance buyers; led a team of **up to 3** marketers.
- Built an ICP-based event vetting model; over the same period (2025 to H1 2026), ICP share of field-event opps rose from **~60% to ~75%** and dev-to-qualified conversion from **~50% to ~68%**.
- Designed "ABM in Person" with the ABM team: tiered pre-event plays for 17 target accounts at SuiteWorld 2026, our largest show. Show results: **$410K** sourced qualified pipeline, **$2.2M** influenced, and 4 deals worth **$620K** closed within 18 days, including a **$200K+** deal accelerated by an onsite executive meeting.
- Built an AI lead-processing workflow paired with a universal scanner, used at **~15 shows** since May 2026, that cut each show's lead processing from **~3 days to ~3 hours**: badge scans in; Salesforce upload, Outreach sequences and SDR briefings out. Designed the next phase, targeting **~2-hour follow-up** after each show.

Field Marketing Manager

- Owned the Digital-segment event portfolio (AdTech, Creator, Marketplace, non-profit): 6 events in Jan–Jul 2024 produced 50+ opportunities and **$0.9M** in pipeline.
- Ran the North America field program: **47 events**, about 19K leads, 110 qualified opps (54% ICP), **$3.4M** qualified pipeline and $580K bookings in 2025.
- Built and delivered **6sense** training for the field team (intent alerts, orchestrations, segments for pre- and post-event targeting); worked with the ABM Manager on account-based plays across events, email and digital.

Omnicell Inc., Mountain View, CA Sept 2010-Jun 2020

Senior Marketing Communications Specialist

- Supported multi-channel event strategy that influenced **$10M–$50M** in attributed pipeline per program; co-led a national roadshow that generated **$250M+** in pipeline (capital equipment sales).
- Designed and hosted executive briefing programs, demonstration labs and customer advisory boards to accelerate enterprise deals.

SKILLS

Field and ABM: field and event marketing strategy, account-based marketing, executive and C-suite engagement, tradeshow sponsorships, partner engagement

Measurement: pipeline attribution and ROI measurement, budget ownership, vendor management

Tools: Salesforce, HubSpot, 6sense, Asana, EMS, DAM, Google Workspace

PERSONAL AI PROJECTS

Designed, built and self-host a private multi-node AI platform (Proxmox, local LLMs, model gateway, agents and chat) by directing AI coding agents, with PR review on every infrastructure change. Built an MCP control plane that lets Claude, Codex and local models use **61 infrastructure tools** behind authentication and approval gates.

ACCOLADES

Multiple Chairman's Awards · Marketing Quarterly MVP · Marvelous Manager Award · Sales Marketing Rep of the Year