MARK JAGGERS

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GLOBAL DIGITAL & WEB EXPERIENCE DIRECTOR | MARKETING STRATEGY & AI TRANSFORMATION

Executive Leadership in Digital Marketing & Web Operations directing enterprise web strategy, AI transformation, digital platform architecture, and cross-functional technology teams across global B2B environments. Proven track record owning the corporate digital channel as a primary demand generation engine at Trend Micro (directing a multi-team organization across Development, DevOps, QA, and SEO/GEO through functional leads and managers, 13+ total staff), supporting a $1.7B+ Enterprise ARR portfolio. Expert in modernizing legacy web architectures (AEM to Sanity CMS), operationalizing AI workflows (Claude, ChatGPT, Gemini, CoPilot, MCP), establishing team-wide prompt and governance guardrails, and driving high-yield CRO, search strategy (SEO/GEO/AEO), and cross-channel organic/paid search alignment that scales web-sourced pipeline.

AREAS OF EXPERTISE

AI Transformation & Workflows: AI Workflow Redesign & Generative AI Integration (Claude, ChatGPT, Gemini, CoPilot, MCP), Prompt & Context Structuring, Automation Capacity Planning, Time-to-Market Acceleration
AI Governance & Safety Guardrails: Team-Wide AI Policy Standards, Brand & Compliance Safety Frameworks, Quality Control Protocols, Human-in-the-Loop Validation
Search & AI Discovery (Organic, Paid & GEO): Technical SEO, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), SEM & Paid Search Alignment, Keyword Cannibalization Prevention, Search Intent Mapping
Global Web Strategy & DXP Architecture: Enterprise CMS / DXP (Sanity CMS, AEM, WordPress), Multi-National Platform Migrations (34 Countries, 14 Languages), MarTech Architecture (Marketo, Tealium, Google Analytics, Google Tag Manager).
Growth & Funnel Optimization: Product-Led Growth (PLG), Conversion Rate Optimization (CRO), High-Velocity A/B Testing Roadmaps (Target, Optimizely, VWO), Funnel Velocity, Data Governance
Executive Leadership & ARR Growth: Multi-Team Leadership (Functional Leads across Dev, DevOps, QA, SEO; 13+ Staff), Annual Planning & Budgeting ($1M+), Resource Capacity Planning, Strategic Partner Governance.

CAREER ACHIEVEMENTS

- **Enterprise ARR & Web Demand Engine:** Scaled web channel operations to drive 35% web-sourced pipeline growth and support expansion to $1.7B+ in total Annual Recurring Revenue (ARR) and ¥276B (~$1.84B) in global net revenue.
- **AI Transformation & Workflow Redesign:** Championed AI adoption (Claude, ChatGPT, Gemini, CoPilot, MCP) across development and marketing operations, establishing prompt guidelines and team-wide governance guardrails that accelerated execution velocity by 35%.
- **Generative Search (GEO/AEO) Dominance:** Developed and scaled Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) strategies across global web properties, boosting brand search presence by 40% and lifting organic demo conversions by 15%.
- **Global Platform Modernization:** Unified 34 country sites and 14 languages onto modern platform architectures (AEM to Sanity CMS), improving page load speed by 40% and increasing global organic sessions by 25%.
- **Conversion Rate Optimization & Pipeline Growth:** Built an enterprise web experimentation program executing 40+ A/B tests annually, driving a 42% lift in visitor-to-trial conversion and a 55% increase in web-sourced pipeline.
- **Operational Efficiency & Turnaround:** Redesigned campaign launch workflows and modular page templates, reducing landing page turn-around time from 10 days to 2 days while supporting 3x campaign volume.

PROFESSIONAL EXPERIENCE

Director Of Global Web Marketing and Development **June 2008 - August 2026**
TREND MICRO, INC., Irving, TX

- **Global Web Strategy & ARR Pipeline Ownership:** Owned end-to-end corporate web strategy as the primary digital demand channel, optimizing PLG and sales-assisted conversion funnels to increase web-sourced pipeline by 35%, supporting $1.7B+ in total Annual Recurring Revenue (ARR) and ¥276B (~$1.84B) in annual net revenue.
- **AI Transformation & Workflow Velocity:** Pioneered team-wide AI transformation, embedding AI tooling (Claude, ChatGPT, Gemini, CoPilot, MCP) into agile web development workflows and analytics operations, accelerating development velocity by 35% and supporting ARR expansion across next-gen AI platforms.
- **Team-Wide AI Governance & Guardrails:** Established team-wide AI governance guidelines, prompt structuring standards, and brand safety guardrails, enabling developers, marketers, and editors to adopt AI tooling safely while maintaining quality standards.

- **Multi-National Platform Migration:** Executed multi-year enterprise platform migration across 34 countries and 14 languages, migrating legacy AEM to Sanity CMS and integrating Marketo, Tealium, GTM, and GA4 to modernize infrastructure and reduce page load latency by 40%.
- **Generative Engine Optimization (GEO/AEO):** Developed and scaled Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) strategies for web content, adapting to AI search behavior and boosting AI-driven organic conversions by 15%.
- **CRO Roadmap & Funnel Experimentation:** Operationalized continuous experimentation and CRO roadmaps across key web entry points (homepage, solutions, pricing, demo flows), driving a 28% lift in conversion rates on high-impact customer journeys.
- **Agile Collaboration & Resource Intake:** Established a unified agile collaboration framework connecting developers, demand generation marketers, content editors, and external agencies to align capacity planning and intake workflows with revenue targets.

Product Manager of Web and E-commerce **August 2007 - March 2008**
HANDMARK, INC., Southlake, TX

- **Digital Product Strategy & Storefront Management:** Defined product strategy, user journeys, wireframes, and functional requirements for online and on-device mobile storefronts (Sprint, mobile operators).
- **Cross-Functional Growth Alignment:** Directed cross-functional engineering and design alignment, increasing repeat product engagement by 30% and achieving 25% revenue growth across digital products.

E-commerce and Web Marketing Manager **April 2001 - April 2007**
MAPSCO, INC., Addison, TX

- **Multichannel Digital Acquisition:** Managed multichannel digital acquisition programs (SEO, SEM, email marketing, online marketplaces), driving 35%+ annualized online sales growth.
- **Checkout UX Optimization & Revenue Growth:** Tested offers and optimized checkout UX flows, improving conversion rates by 22%, repeat customer purchases by 18%, and average order value by 15%.

EDUCATION

Bachelor of Arts, BA, in Web Management & Internet Development
University of Texas at Arlington, Arlington, TX