



# ALYONA POVAROVA

## Fractional CMO | Marketing Automation & AI-driven RevOps for B2B Tech

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*Fractional marketing leader helping B2B SaaS, Fintech, and deep-tech companies scale across borders. 18 years building marketing automation, data-driven growth systems, and ML/AI-powered RevOps in-house. Now available as an external partner.*

### How can I help

- **Fractional CMO / Marketing Advisor · 2–3 days/month retainer** End-to-end marketing leadership for Series A–C B2B tech. GTM strategy, team structure, international expansion, executive sparring.
- **Marketing Automation & RevOps Audit · 6–8 week project** Diagnosis of marketing-sales tech stacks, AI and automation leverage mapping, and implementation of 2–3 high-impact workflows across lead scoring, churn prediction, and sales enablement.
- **Cross-Border GTM · project or embedded** Product launches and market strategy across EU, US, and Asia. Distributed team operations, multi-market compliance, and localisation.

### Selected cases

**1) Brand repositioning & thought leadership for physical AI leader · Starship Technologies (Fractional Marketing Director, 2025–Present)** **Context:** Global leader in autonomous robot delivery (10M+ deliveries, 500+ employees, US/EU/UK) entering the moment the "physical AI" category is being defined. **What I built:** New brand and communications platform. Thought leadership program with speaking engagements at Slush, Web Summit Lisbon and VivaTech major events. Tier1 media coverage (Forbes and Bloomberg). **Results:** Category leadership reinstated; stronger investor-facing narrative across US and EU.

**2) Tech stack rebuild & GTM pivot under COVID · Customer-Alliance (Head of Marketing, 2020–2022)** **Context:** Berlin-based SaaS with 10+ years of legacy (5,000+ B2B customers across 6 EU markets), hit hard by COVID via Hospitality-heavy customer base. **What I built:** Full overhaul of the marketing tech stack (CMS, Marketing Automation, Sales Enablement). Website relaunched from scratch in 6 languages. GTM and positioning pivoted from Hospitality to new verticals. **Results:** Lead-gen engine restored across 6 EU markets during the pandemic, supporting both SMB and Enterprise sales segments.

**3) Churn prediction & recommendation ML at scale · B2B-Center (CMO, 2013-2019)** **Context:** Russia's largest B2B marketplace — 400K+ customers, 185K+ annual transactions, \$30B GMV, Forbes top-20 digital company. **What I built:** ML-based churn management program with automated marketing triggers. ML-driven product recommendation system. Automated lead-filtration pipeline across a 5M-company database. **Results:** Churn –12–15% QoQ. Monthly active customers +5% from recommendations. +50K high-fit leads added to CRM. Organic traffic +5% YoY, registrations +12% YoY, referral +38% YoY.

## Career Path

### **Fractional Marketing Director**

*2025 - present (1,5 years)*

[Starship Technologies](#) — the leader in autonomous robotics last-mile delivery (US, EU, UK markets; 10+ million deliveries globally; 500+employees)

- Brought strategic direction to a 3-person marketing team previously operating in pure launch-support mode without a go-to-market strategy.
- Shifted marketing focus from B2C to B2B: launched ABM and sales enablement programs across US and EU.
- Rebuilt PR and communications platform to reinstate robotics last-mile category leadership in physical AI.

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### **Director of Global Marketing**

*2022 - 2023 (1 year)*

[MODIFI](#) — a Europe-based global fintech for cross-border B2B trade operating in Asia, US, and Europe; 100 employees; 8 markets.

- Crafted and executed marketing strategy across North America, China, Mexico, India, UAE, Singapore, Bangladesh, Germany.
- Led strategic overhaul of marketing automation system (customer insights, analytics, marketing-sales reporting).
- Restructured and strengthened a 10-person geo-distributed marketing team.

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### **Head of Marketing**

*2020 - Aug 2022 (2,5 yrs)*

[Customer-Alliance](#) — a Berlin-based Voice-of-the-Customer SaaS platform, 5000+ B2B clients across Europe (6 countries).

- Built marketing strategy and lead-gen engine for SMB and Enterprise sales across 6 EU markets.
- Overhauled team (6 FTE + agencies), legacy processes, and the full marketing tech stack.
- Pivoted GTM and positioning under COVID; relaunched the 10-year website from scratch in 6 languages

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### **Chief Marketing Officer**

*2013 – 2019 (6 yrs)*

[B2B-Center](#) — the biggest B2B marketplace, one of the top-20 digital companies in Russia (Forbes), 400k+ B2B customers, 185k+ transactions (\$30 bn GMV) in 2018.

- Built and led a 17-person team plus agencies.
  - ML-based churn model (–12–15% churn/quarter) and ML-based product recommendations (+5% MAU).
  - Automated lead-filtration pipeline across 5M-company database (+50K high-fit leads to CRM).
  - Comprehensive digital lead-gen strategy: +5% YoY visitors, +12% YoY registrations, +38% YoY referral traffic.
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**Head of Marketing  
(Engineering Division)**

*2012 – 2013 (1 year)*

[CROC](#) — the 3rd largest IT company in Russia (system integration, consulting), 3000+ employees.

- Cross-functional teams (analysts, designers, digital marketers, engineers)
  - Launched the first Drone (UAV) Competition in Russia, attracting 500+ teams nationwide
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**Product Marketer B2B**

*2009 – 2012 (3 yrs)*

[SKB Kontur](#) — the largest B2B SaaS provider in Russia with a massive number of solutions, 6000+ employees, and 1M+ business customers.

**All-in-one Product Marketer for in-house B2B startups**

- Executed go-to-market strategy (the number of customers grew from 0 to 40K in 2 yrs) for in-house startups for [e-invoicing](#) and e-accounting solutions
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**PR-Manager**

*2005 – 2009 (4 yrs)*

[Tochka Bank](#) — the first Russian 24/7 online-bank for entrepreneurs, 700 employees.

**CORE CAPABILITIES**

Marketing automation & martech · Data-driven marketing & sales · ML/AI in RevOps · Cross-border GTM · Product marketing · Lead generation · Cross-cultural leadership of distributed teams

**EDUCATION & LANGUAGES**

**Master's in Marketing Strategy · Bachelor's in PR & Communications**

**Languages:** English (fluent) · Russian (native) · German (basic) · Spanish (basic)