

Success Stories

Go Fast or Go Home

30 days to birth a brand and go to market?
Good thing necessity is the mother of invention.



The Challenge

Define and execute "Blue Ocean Strategy" for a venture-backed startup with zero clients and market presence – with 30 days until the reveal.

As a member of the executive leadership team, own: branding, marketing, GTM strategy, lead gen/nurture, design language, digital presence, content production, event production and more.

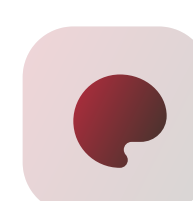
The Solution

Launch loud, establish a clear design language, define brand positioning, and develop an end-to-end customer experience to exceed customer acquisition KPIs.



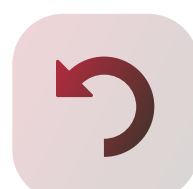
Go in with a Bang

Use Dreamforce '19 as a launch platform to secure Salesforce executives' attention and build a pipeline that will be the initial lifeblood of the revenue model.



Establish Brand Positioning

Work as an IC and agency manager to define and distribute brand positioning and design language material across web, social, video, and written word mediums.



Test all Assumptions

Define, test, and re-define assumptions about the Ideal Customer Profile, including demographics, pain-points, and acquisition strategies.



Establish Effective Customer Pipeline

Plan acquisition strategies against run-rate realities. Sell initiatives internally and to board members/investors, then measure, report and recalibrate accordingly.



+1400%
Customer Acquisition



+115%
MoM Pipeline Growth



Successful Brand Launch



The Results

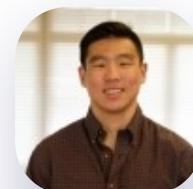
A crucially successful company launch at Dreamforce '19 that put Place on Salesforces' internal acquisition list of Startups to Watch and flooded the sales funnel.

The brand launch proved successful and nimble enough to pivot through the inevitable learnings of launching a net-new customer acquisition strategy to deliver impressive growth.



Kyle Jones
Sr. Product Manager at Balto

Luke's enthusiasm carries over to presentations, booth presence, and generates excitement about products and brands.



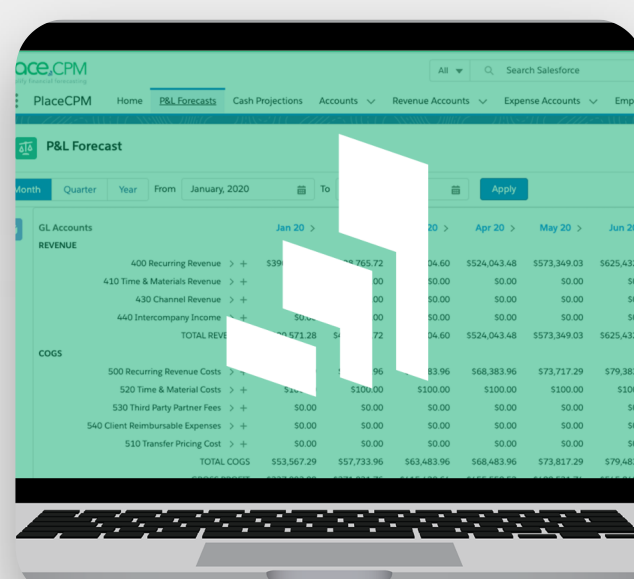
Simon Kang
Technical Program Manager at Cloudflare

Luke's work was incredible to see and the level of detail he has to his work is nothing short of special.



Work Samples

Click to View



PlaceTechnology.com



Product Explainer Video



Want to Hire Luke?

From startups to Fortune 30 – his strategic, creative leadership drives business forward.

Get in Touch

Built on Trust

