

# Gillian Harris

SENIOR MARKETING LEADER / BUILDER. STRATEGIST. CONNECTOR.

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## PROFILE

Gillian is a senior marketing leader and builder, someone who arrives at complexity and creates clarity. She has built GTM functions from scratch, run a sold-out event series across three continents, and led global marketing programmes at scale. Most recently at Auror, she built the UK marketing function from scratch and grew the partner network to 16 of the top 19 retailers, including 5 of the UK's top 6 grocers. Her approach: build the infrastructure that frees teams to do their best work, champion stories that put customers front and centre, and create momentum that outlasts any single campaign.

## CAREER

### Auror

Jul 2024 - Present

Regional Marketing Lead, UK & Europe

Auror's first UK marketer. Built the entire regional GTM function from the ground up in under two years.

- Designed and executed full-funnel campaigns across multiple strategic priorities: ABM targeting T1 enterprise grocers, competitive intercept plays, verticalised mid-market programmes, and EU market entry including regionalised content, paid media, sales enablement and Auror's first European trade show presence
- Built the UK content and social proof engine: senior-focused webinars, podcasts and video content, plus a customer story and video library giving sales compelling proof points at every stage of the deal
- Designed and delivered 20+ events across owned formats, tradeshows and roundtables, including Auror Connect drawing **75+ senior decision-makers** per event
- Contributed to a year that closed at **104% of ARR target** (£3.43M); grew the UK partner network to **16 of the top 19 retailers**, including 5 of the UK's top 6 grocers
- Built working AI tools from scratch: a Claude-powered campaign briefing assistant, a brand-trained messaging resource used across the global team, and AI-integrated project workflows in Monday.com, moving the function from AI curiosity to AI-native operation

### Trustpilot

Jan 2018 - Dec 2023

Head of Global Marketing Program Management

- Worked directly with the CMO and VP of Marketing Ops and Tech to build the operational frameworks enabling a **50-person department across 9 sub-teams** to execute with consistency and commercial impact
- Spearheaded an award-winning global brand purpose programme: **9,000 leads, 6x ROI** and 22 pieces of gold-standard media coverage
- Designed and implemented the department's OKR framework, translating corporate objectives into clear team-level goals and aligning individual and team priorities across all sub-teams
- Managed brand, design and content agency relationships across the business, building transparent resourcing systems used by the wider marketing org

Global Marketing Program Manager

Sep 2020 - Dec 2021

- Built the operational backbone of Trustpilot's global marketing function via Monday.com: **20% reduction in duplicate work**, 50% increase in brand-aligned messaging
- Designed the campaign dashboard for real-time performance visibility; established quarterly planning reviews as the shared rhythm for the entire department

Senior Marketing Manager

Jan 2018 - Sep 2020

- Demand generation across UK, US and APAC: webinars, events, paid advertising, partnerships, sales enablement and ABM, contributing to a **29% year-on-year increase in new business** and over \$5M USD influenced
- Built Trustpilot's first automated HubSpot email nurture series across all markets: **35% increase in prospect engagement**, 15% rise in MQLs

### TrendWatching

Dec 2015 - Jan 2018

Head of Marketing & Brand

- Led a team of 6 across brand, events, content and public speaking for TrendWatching's SaaS platform; launched two email products growing the database to **300,000+ subscribers**; campaigns in partnership with Google, IBM, Mindshare, We Are Social and Getty Images

Global Events Marketing Manager

Dec 2015 - Dec 2016

- Designed and delivered a five-week global event series across London, Amsterdam, Sydney, Singapore and Chicago: **2,500 attendees, sold out**; built the entire marketing infrastructure from scratch across all five markets

### The Concerto Group

Sep 2014 - Mar 2016

Senior Marketing Manager

- Led marketing across a portfolio of 22 venue brands including OXO2, The Leadenhall Building and Studio Spaces; rebranded three agency websites driving a **40% increase in enquiries**; managed the immersive relaunch of Mask agency at Somerset House

### Euromoney Institutional Investor

Dec 2011 - Jun 2014

Senior Marketing Executive

- Subscription marketing across two B2B magazines; key account initiatives delivered a **350% increase in new subscription revenue**

## STRENGTHS

Infrastructure Builder	GTM Strategy
Demand Generation	Events Architecture
Storytelling	Operational Systems
Commercial Thinking	AI in Practice

## TOOLING

### CRM

Salesforce

### MARKETING AUTOMATION

HubSpot · Campaign Monitor · Adestra · Mailchimp

### CMS & WEB

WordPress · Webflow

### ANALYTICS

Google Analytics · Looker · Hotjar · Mixpanel · Optimizely

### PROJECT MANAGEMENT

Monday.com · Jira · Trello

### DESIGN

Adobe Suite · Canva · Figma

### AI

Claude · ChatGPT · Notion AI

## EDUCATION

### Cultivating Creative Collaboration

IDEO U, 2022

### MA Magazine Publishing

University of the Arts London, 2009-2010

### BA English & Communications

Simon Fraser University, Vancouver, 2002-2007

## ENDORSED BY

"There are some people you hope you get to work with again in your career, and Gillian is absolutely one of those people. She combines real talent with warmth, integrity and kindness. She makes work better, teams stronger and the whole experience more enjoyable."

**Peter Kerwood** / Community Builder & Strategist (managed directly)

"From our very first meeting, she would arrive fully prepared and 100% passionate, knowledgeable and enthusiastic. Intelligent, funny, cultured and impeccably polished. Gillian is a truly irreplaceable asset to the lucky team that has her."

**Penny Porter** / Executive Coach & Founder, Arcadia Search