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Field Marketing Manager with 5+ years of B2B SaaS experience in AI, cybersecurity, and enterprise software, driving pipeline growth through field events, experiential programs, and sales-aligned demand generation. Owns end-to-end event planning and execution—executive dinners, roundtables, trade shows, and co-sponsored partner activations—from strategy and promotion to ROI reporting in Salesforce. Strong cross-functional collaborator with Sales, SDR, DevRel, Product Marketing, and Creative teams in fast-paced, high-growth startup environments.

Core Competencies

Field Marketing & Experiential Events | Executive Dinners & Roundtables
Trade Shows and Partner Co-Activations | Pipeline & Demand Generation
Sales & SDR Alignment | Registration-to-Attendance Conversion | Lead Flow Management
Budget Management & ROI Analysis | Salesforce Reporting
Cross-Functional Collaboration | AI / Cybersecurity / CX Market | Vendor Management

Professional Experience

WitnessAI — AI Security & Governance

Field Marketing Manager | Mar 2026 – Present

- Own end-to-end planning and execution of 6 regional field events since March 2026. Managing logistics, vendor relationships, budgets, and timelines across executive dinners, roundtables, trade shows, and partner activations.
- Generated 17 opportunities and \$4.7M in pipeline from 6 regional events by partnering with Sales to build targeted invite strategies and align field programs to high-priority accounts.
- Track and report on event performance and ROI in Salesforce. Measuring pipeline influenced, opportunities created, and meetings booked—to inform future field marketing investment decisions.
- Build brand awareness within the enterprise AI market through targeted field programs, elevating WitnessAI's presence among key buyer audiences.

Swimlane, Inc. — Cybersecurity Automation Software

Events Marketing Manager | Oct 2025 – Mar 2026

- Own regional field marketing programs, including events, sponsorships, and hosted activations aligned to sales priorities and pipeline goals.
- Develop and execute regional marketing plans in partnership with Sales and SDR teams, supporting new logo acquisition and pipeline acceleration.
- Manage end-to-end program execution across pre-, during-, and post-event phases, including promotions, lead flow, SDR follow-up, and performance tracking.
- Activate partner marketing initiatives with event vendors and ecosystem partners to extend reach and amplify regional impact.

- Serve as the primary point of contact for agencies, vendors, and event partners, ensuring timely, high-quality execution.
- Manage program budgets independently, including forecasting, spend optimization, and post-event reconciliation.
- Track and report on regional program performance in Salesforce, using metrics such as leads, meetings booked, early SQL progression, and cost efficiency.
- Continuously optimize programs based on performance insights and sales feedback.

Swimlane, Inc. — Cybersecurity Automation Software

Marketing Operations Specialist | Jan 2025 – Oct 2025

- Led the migration from Pardot to Marketo, consolidating marketing automation infrastructure while maintaining data integrity, campaign continuity, and consistent lead lifecycle tracking.
- Ensured clean lead flow from marketing campaigns and events into Salesforce, supporting accurate attribution and Sales follow-up.
- Designed and launched automated email nurture programs aligned to funnel stages, improving engagement and supporting increased SQL conversion and pipeline velocity.
- Standardized Marketo templates, forms, and workflows, reducing manual execution effort and enabling faster campaign launches across demand generation and partner marketing.
- Owned Adobe Dynamic Chat strategy and implementation, deploying conversational flows across high-intent pages to increase inbound demo requests and improve lead qualification.
- Optimized AI chatbot logic and routing rules, improving user experience and accelerating handoff of qualified leads to Sales.
- Built Salesforce dashboards and reports to track gated content performance, lead conversion rates, and campaign attribution, enabling data-driven decisions across Marketing and Sales.
- Supported Outreach.io Power Dialer integration, improving alignment between Marketing and SDR teams and streamlining outbound workflows.
- Operationalized pre-event marketing for major cybersecurity conferences (RSAC, Infosecurity Europe, Black Hat), managing Marketo programs, landing pages, automated emails, and QA to drive registrations, attendance, and post-event follow-up.

Swimlane, Inc. — Cybersecurity Automation Software

Marketing & Operations Coordinator | Aug 2021 – Dec 2024

- Executed and optimized email marketing campaigns using HTML/CSS, analyzing performance metrics such as open rates, CTRs, and conversions to improve engagement.
- Supported demand generation, webinar, and integrated campaigns, managing registrations, lead flow, and post-event follow-up processes.
- Owned WordPress webinar operations, ensuring accurate content updates, tracking, and seamless registration experiences.
- Partnered cross-functionally with Demand Gen, Programs, and Sales teams to support campaign execution, reporting, and operational consistency.
- Contributed to internal program operations, including onboarding initiatives, employee surveys, and large-scale internal events such as Sales Kickoff (SKO).

Earlier Experience — Hospitality Operations & Team Leadership

Embassy Suites | Norwegian Cruise Line | The Ascott Group | 2013 – 2021

- Managed complex, high-volume operations across global hospitality brands, supporting customer experience, team leadership, and operational execution.
- Led cross-functional teams and supported HR processes, developing strong project coordination, communication, and stakeholder management skills.
- Delivered consistent service excellence in fast-paced environments, earning multiple performance-based awards including Employee of the Year (China).

Education

Sichuan Normal University | Bachelor of Arts, Business English

- Merit Scholarship Recipient
- Triple-A Student Awards

Technology & Languages

- Marketo, Pardot, Salesforce, Adobe Dynamic Chat, Outreach.io, 6sense, WordPress, Wistia, HTML, CSS
- English (Fluent), Mandarin (Native)