

CAROLE PARFOND

SENIOR FIELD MARKETING MANAGER - B2B SAAS

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PROFILE

Senior Field Marketing Manager with over 30 years of experience, including 20 years in the European HR Tech/SaaS ecosystem. Specialist in turning Field Marketing into a revenue driver: shifting from lead volume to measurable contribution to pipeline and revenue. Trusted partner to sales leadership on complex, international sales cycles.

KEY SKILLS

Go-to-market Field Marketing strategy | KPI, ROI and budget management | Account-Based Marketing (ABM) | Events | Sales Enablement | Cross-functional leadership Sales / BDR / Customer Success | International EMEA environments | AI applied to marketing

PROFESSIONAL EXPERIENCE

UKG (EX-PEOPLEDOT)

June 2016 - June 2026

Senior Field Marketing Manager

Paris

- Transformed Southern Europe Field Marketing into a pipeline driver, aligned with the EMEA strategy for HR, Payroll and Workforce Management solutions
- Built integrated Southern Europe regional management (events, digital, ABM), replacing a country-by-country project approach
- Redesigned the Marketing-Sales model with the EMEA VP Marketing: from lead volume to pipeline and revenue contribution
- Rallied Sales, Alliances and Customer Success teams around joint action plans for strategic accounts
- Ran multichannel and digital visibility campaigns to drive pipeline generation and brand awareness
- Analysed performance through KPIs/ROI to guide marketing investment decisions
- Prioritised and reallocated the Southern Europe Field Marketing budget based on business impact; negotiated with vendors
- Managed and upskilled 3 marketing apprentices (assignments, follow-up, skills transfer)

ADP FRANCE

January 2013 - June 2016

Field Marketing Lead

Nanterre

- Led the Enterprise Accounts Field Marketing plan (Payroll, HR Digital, Human Capital), including the launch of ADP Link
- Developed ADP's international leadership on the Streamline & GlobalView solutions
- Designed multichannel lead generation campaigns and sales enablement tools

HR ACCESS SOLUTIONS (SOPRA HR GROUP)

March 2004 - December 2012

Field Marketing & Communication Lead

Paris La Défense

- Rolled out the Western Europe marketing and communications strategy, from demand generation to customer loyalty
- Ran multichannel and digital visibility campaigns (SEO, SEA, media) to generate opportunities
- Led customer loyalty programmes & Public Relations events

ALCATEL BUSINESS SYSTEMS

September 2000 - October 2003

Marketing & Sales Assistant

Colombes

- Delivered marketing and event operations for the Alcatel One Touch range (CeBIT, GSM World Congress)
- Organised customer Public Relations events (F1 Monaco Grand Prix, Trophée Andros) and in-store promotional campaigns

BCEOM (EGIS GROUP)

April 1994 - August 2000

International Project Coordinator

Saint-Quentin-en-Yvelines

- Coordinated the PHARE Energy EU framework contract: team of 10 engineers, budget, deadlines, reporting
- Drafted proposals for funding institutions (European Commission, World Bank, African and Asian Development Banks)

EDUCATION

BTS (2-year Higher National Diploma) in Executive Assistance Lycée Émile Dubois

1990-1992

Paris

TOOLS AND LANGUAGES

CRM & AUTOMATION: Salesforce, HubSpot, Eloqua, Workfront

REPORTING: Power BI

AI: Claude AI, ChatGPT, Copilot, Gemini

LANGUAGES: French (native) | English B2 (Cambridge) | Spanish A2