

JOHN TOUMA

DEMAND GENERATION MANAGER

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PROFESSIONAL SUMMARY

Demand generation marketer who has owned integrated campaigns from ICP selection and messaging through acquisition, nurture, SDR handoff and pipeline reporting. Built a demand-generation agency serving more than 50 commercial insurance brokerages, then productized its core workflow into an AI-enabled B2B SaaS platform.

CORE COMPETENCIES

Demand Generation | Account-Based Marketing | Integrated Campaigns | ICP & Persona Segmentation | Email Lifecycle & Nurture

Funnel Strategy & CRO | Pipeline Reporting | A/B Testing | Sales & SDR Alignment | AI Workflow Automation

TECHNOLOGY

GoHighLevel | Airtable | Instantly | Typeform | Make | Meta Ads Manager | Clay | Xano | Applied Epic

PROFESSIONAL EXPERIENCE

Barnsley Fern | *Co-Founder & Head of Growth* | 2023–2026

- Owned broader pipeline campaigns across paid social, outbound email, nurture and SDR follow-up. Oversaw more than 900 campaigns and 10 million emails, generating 6,500+ leads and 1,800+ qualified appointments.
- Tracked LTV:CAC and channel-level acquisition costs to set budgets, protect unit economics and decide where to scale.
- Designed and ran one-to-many ABM programs across 51 industries for more than 50 clients, translating carrier appetite and growth goals into target accounts, offers, messaging and qualification criteria.
- Tested three Meta creatives and reduced platform-reported cost per booked call from \$217 to \$71. Later productized the routing and lead-management workflow into an AI-enabled B2B SaaS platform.
- Built the lead journey from landing pages, VSLs and Typeform qualification through scoring, routing, nurture and SDR follow-up. Used sales feedback to tighten targeting and qualification.
- Led an 11-person team across sales, marketing, SDR, client success and operations, with responsibility for pipeline strategy, sales handoffs and revenue reporting.

Spadafora Insurance Group | *Commercial Insurance Broker* | Apr 2019–2023

- Managed commercial P&C sales and service for business owners, working across multiple carriers and using Applied Epic to manage submissions, carrier marketing, binding and renewals.
- Built firsthand understanding of how buyers make coverage decisions and how producers and underwriters move an account from first conversation to placement.

EDUCATION & CREDENTIALS

University of Windsor | Bachelor of Commerce, Honours Business Administration

Finance major, Economics minor

Insurance: RIBO licensed, 2019–2023 | Commercial P&C brokerage | Carrier submissions and renewals | Producer and agency workflows