

Jordan Neuren

Senior Martech Leader · Enterprise Digital Transformation

Austin, TX · 201.704.9604 · jneuren@gmail.com · linkedin.com/in/atxjordan

PROFESSIONAL SUMMARY

Innovative Martech executive with 20+ years experience turning complex marketing technology into measurable business outcomes. Architecting CDPs, modernizing MarTech stacks, and leading enterprise transformations for some of the world's most data-driven brands. Known for translating complex business objectives into scalable, data-driven solutions and for building the cross-functional alignment. With Deep expertise across CDP, Identity Resolution, CRM ecosystems, and digital transformation programs.

PROFESSIONAL EXPERIENCE

Cognizant, Moment · Senior Manager, Programs — Adobe DM

Jan 2025 – Aug 2025

Led strategic Martech stack audits and modernization initiatives for enterprise clients, serving as a trusted advisor to C-suite stakeholders on platform consolidation, CDP implementation, and data-driven marketing strategy. Translated business goals into actionable program roadmaps, managing cross-functional delivery teams across marketing, analytics, and CRM ecosystems. Partnering with sales and solution architecture to scope new opportunities and influence RFP/SOW development, while driving change management to enable seamless adoption across global client organizations.

LTIMindtree · Principal, Digital Solutions

Apr 2024 – Jan 2025

Advised enterprise clients on Customer Data Platform selection, integration, and utilization. Driving data unification and identity resolution across complex ecosystems. Developed GTM strategies and Consumer 360 product roadmaps, aligning cross-functional teams around data strategy execution. Partnered with IT and Martech vendors to ensure CDP integrations were scalable and performance-ready, and delivered training programs that accelerated client adoption and long-term platform success.

Epsilon · Director, Digital Solutions

Jan 2023 – Mar 2024

Served as the go-to expert on Adobe Experience Platform—including Adobe Target, Campaign, Journey Optimizer, and RT-CDP—advising C-suite stakeholders on digital transformation priorities and evolving best practices. Delivered end-to-end AEP solutions that increased client engagement by 30%, achieved a 95% on-budget/on-time delivery rate across 20+ major projects, and drove a 15% uplift in customer satisfaction metrics. Cultivated senior stakeholder relationships that surfaced 10+ new strategic opportunities and raised project execution success rates by 25%.

Acxiom LLC · Expert Digital Solution Architect

Jan 2022 – Jan 2023

Spearheaded pre-sales for 30+ projects, sharpening scoping and estimation to accelerate project initiation. Maintained a 98% client satisfaction rating by consistently delivering scalable solutions aligned with business objectives. Provided strategic guidance to solution architects on complex client engagements, reducing time-to-market and optimizing product-to-goal fit across the portfolio.

InsightSquared · Sr. Technical Lead, Implementation Consulting

Aug 2021 – Dec 2021

Guided 50+ customer onboardings, implementing scalable architectures that improved user experience and operational efficiency. Collaborated with Sales and Customer Success to advance technical health strategy and drive account growth. Spearheaded cross-functional initiatives and led development of both a B2B industry package suite and an internal best-practices repository that raised team-wide knowledge and delivery quality.

Blueshift · Martech Implementation Manager

Feb 2021 – Jul 2021

Led new client implementations from kickoff through go-live, providing expert technical guidance and proactive project management. Linked KPIs to client business goals to drive measurable platform performance, while identifying and documenting bugs and feature requests that meaningfully improved the product experience. Leveraged relational database tools—including AWS Athena and MySQL—to troubleshoot data issues and craft client-specific solutions.

PostUp · Sr. Technical Solutions Consultant

Feb 2016 – Jan 2021

Oversaw all aspects of client onboarding for 100+ projects, achieving a 95% on-time delivery rate and 90% user satisfaction. Designed and implemented API-driven integration plans connecting PostUp to client CRM, CMS, and e-commerce platforms, and developed enterprise deployment architectures tailored to each client's unique environment. Served as the primary technical subject matter expert for the platform, directly improving client adoption and retention outcomes.

Acxiom Digital · Sr. Solution Architect

Sep 2011 – Feb 2016

Led implementation across 40+ projects, mentored a team of 10+ Solution Architects, and managed technical programs from concept through UAT. Drafted and maintained business requirements for 50+ projects (95% client satisfaction), designed digital marketing programs that exceeded engagement objectives, and established team best practices recognized with a team excellence award.

Earlier Experience

Digital Content Developer (2010–2011): Designed email campaigns using JavaScript and PL/SQL for dynamic content. Coordinated cross-functional teams to ensure seamless campaign integration and consistently exceeded performance benchmarks.

Director, New Media — Theatermania.com (2007–2010): Led front-end development for high-traffic entertainment sites, executed 1,500+ email campaigns annually, and designed promotional materials that drove measurable increases in brand visibility and ticket sales.

CORE COMPETENCIES

Disciplines: Martech Strategy, CDP Implementation, Digital Transformation, Solution Architecture, Functional Design

Data & Analytics: AWS Athena, Snowflake, MySQL, Campaign Analytics, KPI Frameworks, Identity Resolution

Leadership: Cross-functional Team Management, Executive Stakeholder Advisory, Agile Delivery, Change Management

Business Development: Solutioning (both Pre-Sales and Post-Sales), RFP/SOW Development, GTM Strategy, Client Success, Technical Documentation Authoring

EDUCATION

Indiana University Bloomington · Bachelor of Arts, Communications · 2006