

résumé

Mishaal Murawala

VP Marketing and commercial operator, fifteen years inside PE-backed B2B SaaS carrying pipeline and ARR rather than marketing budgets: \$200M in marketing-sourced pipeline, 92% forecast accuracy sustained for three years, ARR scaled \$24M → \$53M. Now building the operating model for a one-person GTM function, where a single senior operator supplies strategy and context and an AI platform carries the volume. The strategy and the build are the same job now.

Dallas, TX · 330.840.1903 · mishaal@ascendgtm.net · linkedin.com/in/mishaalm · github.com/mishaal-cloud · ascendgtm.net

Revenue & Pipeline

Demand Generation

Enterprise ABM

Pipeline Forecasting

Operations & Analytics

Revenue Operations

Multi-Touch Attribution

AI & Automation

Leadership & Finance

P&L Management

PE Value Creation

Board & Investor Relations

Experience

Ascend GTM

Feb 2025 - Present

Founder & Fractional CMO

Dallas, TX · AI marketing operator practice for PE-backed B2B SaaS (\$5M–\$50M ARR)

- Built the operating model behind a one-person GTM function after a year of testing which marketing work actually requires a person: roughly 80–90% is repetitive and data-bound, and the constraint is context, not capability.
- Deliver the output of a full GTM team as a single senior operator, powered by the Ascend GTM Platform — 50+ SaaS tools (HubSpot, Salesforce, Google Ads, GA4, SEMrush, Claude) wired into one real-time API with optimization loops running in the background. Current: Kahuna Workforce (Resolve Growth Partners), Point Field Partners (AI/architecture advisory retainer). Earlier advisory work with Ostro Health (acquired by Veeva Systems) and Codioc.io.
- Run a 90-day install model: first working system shipped in week one, demand engine live by Day 30, attribution by Day 60, written-playbook handoff by Day 90 — drawing on a track record of ~10:1 ROI on marketing-sourced pipeline.

MacroFab, Inc.

Aug 2021 - Jan 2025

Vice President of Marketing

Houston, TX · PE-backed electronics-manufacturing SaaS · \$8M marketing P&L · Edison Partners-backed board

- Scaled product-led growth from 17% to 40% of revenue, \$20M incremental, through self-serve onboarding, loyalty pricing, and automated conversion funnels — the first successful PLG motion in electronics manufacturing.
- Owned marketing and complete revenue operations (typically three separate executive roles), generating \$200M in marketing-sourced pipeline (80% of total) at ~10:1 ROI with a 3-person team while holding 92% forecast accuracy.
- Scaled ARR from \$24M to \$53M (120% growth in 40 months) via AI-driven demand forecasting, automated pricing optimization, and margin analysis — improving gross margin 25 percentage points.
- Improved sales cycle velocity 45% via CRM automation, lead scoring, and data governance; managed the \$8M P&L and presented monthly unit economics to the Edison Partners-backed board.

TCP Software

Nov 2019 - Jul 2021

Vice President of Marketing

Dallas, TX · Workforce-management SaaS · 10,000+ enterprise customers · Providence Equity-backed

- Delivered \$60M in pipeline and drove 21% EBITDA improvement during the Providence Equity ownership transition by establishing an enterprise ABM program that increased ACV 25% and accelerated deal velocity 40%.
- Repositioned marketing from cost center to primary revenue driver, sourcing 75% of pipeline and implementing rigorous attribution models tying spend directly to revenue.
- Shifted the board narrative and investment priorities through data-driven performance reporting.

Tektronix, Inc. (Fortive Corporation)

Jun 2014 - Dec 2018

Global Digital Demand Generation Manager

Beaverton, OR · Test & measurement leader · \$1.2B business unit · \$4M global budget ·

40+ countries

- Increased marketing revenue contribution from 40% to 70% of the \$1.2B business unit by rebuilding global demand-generation infrastructure and implementing multi-touch attribution across 40+ country markets.
- Managed the \$4M global demand budget with full P&L accountability, achieving 5:1 ROI and presenting quarterly business reviews to Fortive executive leadership.

Keithley Instruments

Jun 2011 - May 2014

Digital Marketing & Web Operations Manager

Cleveland, OH

- Led Salesforce CRM implementation and Marketo marketing-automation buildout, improving sales productivity 20% and establishing the foundation for data-driven revenue operations.

What I've Built

Product-Led Growth Motion

pipeline generation · MacroFab, 2022–2024

Built \$20M of incremental revenue from scratch in a category where every competitor still sold exclusively through a quota-carrying rep. No self-serve motion existed in electronics manufacturing — no vendor to copy, no industry playbook. Designed and shipped the whole thing end to end: onboarding, pricing tiers, and automated conversion funnels.

- PLG share grew from 17% to 40% of \$53M ARR. Gross margin improved 25 percentage points over the same period.

Ascend GTM Platform ↗

gtm intelligence platform · 2025–present

Built because clients needed a demand gen leader and a RevOps analyst — but rarely had budget for both. Connects to any tool with an API or MCP connector — HubSpot, Salesforce, Google Ads, GA4, SEMrush, and everything else in the stack — and runs them as one operating system, with AI optimization in the background. One person covers what most companies staff as 5–7 separate roles.

- Deployed as the primary revenue operating system across four client engagements spanning PE-backed SaaS, venture-backed healthcare, and a private-equity family office.

Multi-Touch Attribution Engine

revenue operations · MacroFab, 2021–2025

Built because the alternatives were a six-figure vendor or a BI team they didn't have. Stitched CRM event logs, marketing automation touchpoints, and paid-media spend into a single pipeline model that ran automatically and replaced every revenue spreadsheet the company had relied on since founding.

- 92% forecast accuracy maintained across \$200M in marketing-sourced pipeline for three years. Still running.

Education

M.S., Engineering Management

Case Western Reserve University

B.S., Information Technology

University of Mumbai