Paul Keene

Marketing Director | B2B SaaS | Demand Generation · ABM · AI-Powered Marketing

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Profile

B2B SaaS marketing leader who has run global marketing for a fast-scaling technology company end to end. As Marketing Director at Shufti Pro (global RegTech SaaS), I helped grow ARR from $3M to $20M and headcount from ~30 to 185+, leading a 7–10 person global team and a £2.5M budget across the US, EMEA, MENA and APAC. Promoted twice, and reported to a US-based Chief Marketing Officer for 1 year and 8 months.

Commercially focused: I tie spend to pipeline and revenue (MQLs from ~40 to 300+ a month, SQLs from ~5 to 70+ a month) and report to the board in HubSpot. Hands-on with AI: I replaced agency dependency with AI content and automation at Shufti Pro, and since then have designed and built an AI marketing analytics product myself. Works closely with CEOs and sales leaders, and builds the structure a marketing team needs for its next stage of growth. Available immediately.

Core Expertise

Disciplines	Marketing Strategy · Demand Generation · Account-Based Marketing (ABM) · Positioning & Brand · Analyst Relations · Marketing Operations & Analytics · Sales Enablement · SEO · PPC · Paid Social · Content · Events
AI & Tools	Generative AI · Marketing Automation · HubSpot · Salesforce · 6sense · GA4 · Google Ads · LinkedIn Ads · Semrush · Ahrefs · Apollo.io · Claude · ChatGPT
Sectors	RegTech · FinTech · KYC / AML · Digital Identity & Fraud Prevention · GovTech · HealthTech · GDPR-Regulated Environments
Environments	Post-Series A SaaS Scale-up · Founder-led Business · UK Government Digital Programmes · Global GTM · Enterprise Sales Cycles

Professional Experience

Marketing Director

Jul 2022 – Dec 2025

Shufti Pro (now Shufti) · Global RegTech SaaS · Identity Verification, KYC/AML, Fraud Prevention

Promoted twice: Senior Digital Marketing Manager → Head of Marketing → Marketing Director. Reported to the US-based Chief Marketing Officer for 1 year and 8 months.

- Helped scale ARR from $3M to $20M and headcount from ~30 to 185+ employees, leading global demand generation, brand repositioning and GTM strategy across the US, EMEA, MENA and APAC, with North America and the Middle East as the main enterprise markets
- Built a multi-channel inbound engine producing 800–1,000 qualified leads a month; MQLs from ~40 to 300+ a month and SQLs from ~5 to 70+ a month across SEO, PPC, paid social, ABM, content and events
- Led the full company rebrand and website rebuild: new identity, positioning and GTM narrative for enterprise expansion; 300% organic growth through SEO and content
- Designed the account tiering and ran enterprise ABM on 6sense, working with Sales to move to account-based, solution-led selling for complex enterprise deals
- Led Gartner and Forrester analyst relations to build enterprise credibility and support sales
- Built and led a 7–10 person global team (including contractors); owned a £2.5M annual budget; managed creative, digital, PR and events agencies
- Owned HubSpot CRM, attribution, forecasting and board-level pipeline reporting; central GTM partner to sales leadership, regional teams and product
- Ran enterprise events and executive roundtables, including a roundtable programme in Cyprus, to build strategic pipeline
- Introduced AI across the marketing function, replacing agency dependency for copy, content and design, and built HubSpot automation that cut manual campaign work significantly

Head of Digital Marketing (contract)

Mar 2021 – Apr 2022

NHS England · Test & Trace · UK Government

- Led digital marketing for the national COVID-19 Test & Trace programme at population scale: search, social, display and partnerships across England
- Managed a performance marketing budget of approximately £950,000 a day, one of the largest digital spends in UK Government; built the digital marketing function at pace with senior NHS and Government reporting

Head of Digital Marketing (contract)

Sep 2020 – Mar 2021

Department for Education · UK Government

- Led digital acquisition for a new national education recruitment platform: 80% adoption across UK state schools and 250,000+ job searches a month
- Ran SEO, PPC, paid social and content programmes, with performance dashboards for senior policy stakeholders

Digital Marketing Manager (contract)

2015 – 2020

LAW B2B (formerly LAW Creative) · B2B Marketing Agency

- Ran B2B digital marketing for global automotive and industrial brands including ZF Group, TRW Aftermarket, Lemförder, Sachs, Ecobat, Boge, NGK NTK and Girling

Career Break: AI Product Build

Money Nose (moneynose.com) · AI marketing analytics

2026

- Used my career break to get hands-on with AI beyond everyday tools: designed and built an AI product that analyses a business website and its marketing to find lost revenue and recommend fixes, working with AI coding tools as a non-developer
- Defined the positioning for two segments (online shops and enquiry-led service businesses), tiered pricing and packaging, and a staged UK, Europe and US launch plan

Earlier Career

B2B Digital Marketing Manager at D2 Interactive, and earlier roles in B2B digital marketing consultancy and online travel.

Education

University of London · BSc (Hons) Marketing