Gregory Schnese

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Profile

Seasoned technical growth leader with 15+ years of experience building and guiding teams to achieve significant results, highlighted by a 10x ARR increase at Fleetio. Skilled in implementing data-driven strategies and executing technical solutions. Offers a strong passion for leveraging data and insights to drive meaningful results. Currently Director of Demand Generation at FMX.

EXPERIENCE

03/2026 – Present
Columbus, OH (Remote)

Demand Generation, Director
FMX

- Own FMX's cross-channel demand generation strategy, accountable for marketing-qualified leads and pipeline.
- Run paid digital, campaign and event marketing, and test new channels based on lead quality and conversion.
- Own the reporting framework used to track campaign performance and funnel conversion by channel.
- Lead and develop the demand generation team and align campaigns with Sales, Product and executive leadership.

04/2018 – 09/2025
Birmingham, AL (Remote)

Demand Generation, Senior Manager
Fleetio

- Doubled the trial-to-paid conversion rate for a B2B SaaS product, which significantly improved user activation and long-term value.
- Managed a paid acquisition budget of over $4M/year to deliver 10x inbound ARR growth, running and optimizing multichannel campaigns that included SEO-enhanced content targeting high-intent segments.
- Hired and led a cross-functional growth team comprising product managers, developers, designers, and engineers to ideate, prototype, and scale growth initiatives.

09/2013 – 03/2018
New York, NY (Remote)

Head of Marketing (Growth)
CoPromote Inc.

- Built and led a marketing and growth team, overseeing acquisition, activation, conversion, and retention for over 700K members, significantly expanding the customer base.
- Collaborated with engineering and design to integrate growth experiments into product roadmaps and managed a $1M+ budget for paid acquisition campaigns, optimizing performance with SQL and BI tools to maximize ROI.
- Designed product features, conducted cohort analysis to improve engagement and lifetime value, and implemented SEO strategies, resulting in a fourfold increase in member base and SaaS revenue.

EXPERIENCE

07/2009 – 09/2013
New York, NY

Product Manager
kikin Inc.

- Led user acquisition and growth marketing, using LTV/cohort analysis and retention experiments in Google Analytics and SQL to scale to 2M+ monthly active users for a desktop browser plugin.
- Drove 50K+ installs with a $28K budget, achieving top-25 and top-10 App Store rankings for kikin Browser for iPad through targeted pre-launch campaigns with SEO-optimized landing pages and creative content.
- Built analytics infrastructure (Excel, PHP, PostgreSQL) to track growth metrics, automate reporting dashboards, and enable data-driven decisions, while generating 5K+ email signups via narrative-driven pre-launch messaging.

EDUCATION

09/2004 – 05/2007
New York, NY

Master of Science in Management and Systems
New York University

Dean's Graduate Fellowship Scholarship

Milwaukee, WI

Bachelor of Science in Information Resources
University of Wisconsin – Milwaukee

PROJECTS

2021 – present

Founder
Day: The Dailyness App

- Developed and maintained "Day," a pioneering dailyness app using React Native, which promotes daily practice and rewards users with Bitcoin, helping users develop consistent habits.

12/2024 – present

Founder
Bitcoin, Borrow, Die

- Developed "Bitcoin, Borrow, Die," a strategic financial modeling tool using Replit, which enables users to effectively simulate a multi-wealth strategy that leverages Bitcoin as collateral.

CERTIFICATIONS

09/2024

Google Ads Certification
Google

07/2007

Certified Associate in Project Management (CAPM)
Project Management Institute