

DOREEN M. ADGER

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SUMMARY

Accomplished, data-driven marketing leader with 15+ years of brand, audience, and subscription-based experience within B2B and B2C media organizations. Adept at pricing strategies, revenue-generation programs, and scaling digital products through full-funnel, multi-channel campaigns. Skilled in forecasting, budget management, financial modeling, and cross-functional collaboration to ensure seamless implementation and evaluation of pricing strategies.

CAREER HIGHLIGHTS

- **Subscription Leadership** — Managed multi-channel marketing initiatives to drive acquisition, engagement and retention growth; beating revenue targets.
 - **Dynamic Pricing Strategy** — Developed and implemented data-informed pricing models, and promotional strategies across digital and print offerings.
 - **Revenue Optimization** — Leveraged segmentation, bundling, and targeted price points to improve retention, subscription yield, and LTV.
 - **Audience & Attendance Growth** — Delivered +10K leads/month and improved conversion +10% through funnel optimization and cross-sell campaigns.
 - **High-Performing Teams** — Built and led 10+ person cross-functional marketing and strategy teams, fostering innovation, and collaboration.
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PROFESSIONAL EXPERIENCE

Inman News

Chief Growth Officer | Jan 2023 - Jul 2025

- Spearheaded event and subscription growth initiatives, reducing CAC by 6% and increasing ARPU by 6% YoY, by leveraging a data-informed, omni-channel approach.
- Directed PR, brand, and go-to-market strategies, driving 10,000+ leads/month and achieving a +10% new business conversion rate.
- Designed and implemented lifecycle initiatives to reduce churn and increase customer LTV, managing a 6-figure marketing budget to maximize ROI.

Inman News

Head of Subscription | Mar 2022 - Dec 2022

- Delivered +8% MRR growth YoY and +57% YoY event revenue via audience growth and pricing optimizations.
- Built marketing operations, defined user journeys, and added a test-and-learn mindset to improve funnel velocity by 30%.
- Installed best practices, personnel mentorship and upskilling, and effective workflow management.

MIT Technology Review

Senior Vice President of Marketing and Consumer Revenue | Sep 2016 - Dec 2021

- Led brand awareness for subscription growth initiatives for a \$32-million legacy publisher transitioning to a global, digital-first media company, achieving a 14% YoY increase in consumer subscription revenue and a 39% rise in ARPU.

- Executed lifecycle-driven campaigns and upsell programs, resulting in a 52% increase in deferred revenue and a 50% lift in conversion rates.
- Directed two martech implementations (HubSpot, Blueconic), building scalable promotional campaign cycles, dashboards, and data governance protocols.

TheStreet

Vice President-Marketing Strategy, Premium Services | Apr 2013 - Jul 2016

- Directed strategy for the company's paid subscription model, generating \$27 million in annual revenue.
- Responsible for acquisition initiatives for 12 titles via multiple channels (website, content marketing, telesales, email, SEM, display, and radio).
- Generated 13,000+ new subscriptions in the 1st year by launching products that filled gaps in product lineup, improving engagement by 10% YoY through a comms strategy focused on brand value and product utility.
- Developed a lead generation pipeline to scale the acquisition funnel through online and offline contact strategies, managing a 13-person team, including content, design, business analytics, telesales, and product development.

Subscription Marketing Strategist | Jul 2012 – Apr 2013

- Developed roadmaps and growth plans for companies with subscription-centric business models.
- Increased sales by 62% over target in 30 days through creative overhaul.
- Designed and implemented turnkey email strategy to jump start underperforming acquisition, upsell and retention channels.

InvestorPlace Media

Vice President-Prospecting and Database Marketing | Jun 2008 - Jun 2012

- Directed strategic planning and managed a 1 million-name database, driving \$20 million in annual sales by implementing data driven strategies.
- Led cross-functional teams in executing promotional campaigns, enhancing brand presence and engagement at international trade shows.
- Managed acquisition funnel for 20+ newsletter titles, optimizing lead generation to paid conversion, improving customer retention and satisfaction.

Earlier Roles: VP, Investor Education & Prospecting, Phillips Investment Resources | Executive Director, Phillips Publishing | Director of Lead Generation | Product Manager/Publisher, Georgetown Publishing

EDUCATION

MBA – International Business, Marketing | American University

BS – Business Administration, Marketing | American University

TECHNOLOGY & PLATFORMS

HubSpot | Piano | WordPress | Google Analytics | Looker | ChartMogul | Sailthru | MailChimp | Jira | Asana | Bizzabo | Grip/Engage | BigMarker | Vimeo | Slack | Stripe | HelpScout | PRWeb | Cision