

# Ben Bigger

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## Executive Summary

Strategy and operations leader accountable for \$2.5M+ in managed portfolio scope across B2B and B2C marketing and healthcare operations. Trusted to make budget, prioritization and resourcing decisions across 8-12 concurrent initiatives while balancing delivery risk, financial constraints and growth targets. Proven record of improving revenue performance, operational efficiency and executive visibility through disciplined forecasting, cross functional leadership and outcome accountability. PMP®, Agile, and Lean Six Sigma (ASQ) certified.

## EXPERIENCE

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**Go Grey Matter** Sep 2025 - Present  
Campaign Leader

- Own a multi-client B2B demand generation portfolio, accountable for annual budget allocation, delivery forecasting and performance across 8-12 concurrent clients.
- Lead and manage cross-functional teams of 8-15 across strategy, creative, media, analytics and operations, setting priorities and resolving tradeoffs to protect deliverables under shifting scope and timelines
- Serve as executive owner for client portfolios, delivering executive-level reporting, risk visibility and performance insights.
- Manage resource allocation and sequencing decisions that balanced delivery velocity, quality and financial constraints
- Work with agency leadership on strategy, improving utilization and long-term portfolio profitability

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**inReach Healthcare** Oct 2024 - Sep 2025  
Manager of Strategy & Operations

- Owned \$1M+ in managed program scope across 10+ rural hospital partnerships, leading operational performance and service line expansion initiatives.
- Accountable for forecasting service rollout capacity, aligning clinical, financial, and operational constraints
- Led cross-functional hospital and internal teams to launch 5+ new surgical service lines, contributing to a 20% increase in partner revenue
- Conducted KPI-driven executive reviews with C-suite stakeholders, aligning performance to growth targets and corrective actions

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**Inmar Intelligence** Oct 2021 - Feb 2024  
Account Manager / Project Manager

- Owned \$500K+ in large-scale B2C social commerce programs across TikTok, Instagram and YouTube for enterprise CPG brands including Dr Pepper, Keurig and FAGE Yogurt
- Managed cross-functional teams of 5-6 across creative, paid media, and account management, coordinating execution and delivery of client-facing B2B and B2C initiatives.
- Led a Six Sigma initiative that improved workflow efficiency by 30% and reduced cycle times by 40%
- Promoted from intern to full-time PM based on execution excellence and leadership capability

## EDUCATION

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**University of Arkansas, Fayetteville, AR (GPA 4.0)**  
*Bachelor of Arts in Advertising and Public Relations*

## **CERTIFICATIONS, SKILLS & INTERESTS**

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- **Certifications:**
  - PMP® - Project Management Professional, PMI
  - Lean Six Sigma Black Belt - CSSC
  - DASM® - Disciplined Agile Scrum Master, PMIpmi
  - CSM® - Certified ScrumMaster®, Scrum Alliance
  - Lean Six Sigma Green Belt - ASQ
  - Lean Six Sigma Yellow Belt - ASQ
  - HubSpot
    - HubSpot Marketing Hub Software Certification
    - HubSpot Reporting Certification
- **Technologies:** Salesforce, HubSpot, Jira, Wrike, Monday.com, Asana, Smartsheet, Microsoft Dynamics 365, Zapier, Power Automate, Excel, Google Sheets, Slack, Microsoft Teams, Zoom
- **Skills:** Strategic Planning, Project Lifecycle Management, Executive Stakeholder Management, Workflow Optimization, Risk Mitigation, Agile and Scrum, Data Driven Decision Making, Lean Six Sigma, Revenue and CRM Systems Ownership
- **Interests:** Weightlifting; Philosophy; Business and Investing; Real Estate; Traveling; Music