



## Clay Lauren Walsh (she/her)

Head of Marketing | Emerging Technology | Product Marketing | GTM Strategy | Team Leadership

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### Professional Summary

Head of Marketing with 20+ years of experience bringing emerging technologies to market, building brands, driving pipeline, and scaling go-to-market strategies across AEC technology, SaaS, XR, and enterprise environments. Proven success leading cross-functional initiatives spanning product marketing, demand generation, events, communications, and customer engagement to accelerate growth, adoption, and business performance. Experienced partnering with product, technical, sales, and executive teams to translate complex technologies into compelling narratives, market positioning, customer adoption programs, and measurable business outcomes. Known for building high-performing teams, navigating change, and bringing a people-first, systems-minded approach to growth, process improvement, and emerging technologies, including AI.

### Recent Experience

#### **HEAD OF MARKETING, XR, AUTODESK (Portland, OR/Remote/Hybrid) – APRIL 2022-PRESENT (separation date June 3)**

- Led go-to-market strategy and growth initiatives for Autodesk Workshop XR, an emerging immersive collaboration platform serving architecture, engineering, and construction (AEC) customers; contributing to growth to more than 400 customers
- Partnered closely with product and engineering teams to translate immersive collaboration and XR technologies into customer-facing positioning, product launches, educational content, and adoption programs.
- Built and executed integrated growth strategies spanning demand generation, product marketing, events, communications, customer engagement, and pipeline development
- Developed marketing programs for highly technical audiences including architects, engineers, BIM managers, technology leaders, and innovation teams through webinars, industry events, customer education, demos, and community engagement.
- Improved pipeline performance through trial programs, MQL optimization, integrated campaigns, webinars, and event strategy
- Directed messaging, positioning, product launches, executive communications, customer storytelling, and thought leadership for XR solutions in the AEC market
- Championed experimentation with AI-enabled workflows, content development, and emerging technologies to improve marketing efficiency and scalability

**FOUNDING MARKETING & COMMUNICATIONS DIRECTOR, THE WILD (Portland, Oregon) – June 2018 - April 2022 (acquired by Autodesk March 2022)**

- Launched and scaled The Wild, an immersive collaboration platform serving architecture, engineering, and construction (AEC) professionals, helping grow the customer base to more than 800 organizations
- Built and led the company's marketing and communications function, managing a distributed team and developing scalable programs to support customer acquisition, product adoption, and market growth
- Led more than 30 product launches for an emerging XR platform, translating complex technical capabilities into customer narratives, educational content, adoption programs, and market positioning.
- Partnered closely with founders, engineering, product, and sales leadership to shape go-to-market strategy, product positioning, and customer engagement in a rapidly evolving category
- Led integrated demand generation programs including webinars, events, livestreams, email marketing, marketing automation, outbound campaigns, and digital marketing
- Managed industry events, trade shows, customer demos, and thought leadership programs to strengthen relationships and grow brand visibility across AEC audiences
- Built awareness and credibility for an emerging technology platform through PR, customer storytelling, social media, and targeted media outreach, generating 60+ earned media placements
- Supported strategic growth through the acquisition of Prospect by IrisVR and The Wild's acquisition by Autodesk

**MARKETING DIRECTOR, FINE, A BRAND & DESIGN AGENCY (Portland, Oregon) – October 2016 - February 2018**

- Led outreach and growth-focused marketing programs to strengthen the sales pipeline, build client relationships, and support new business development
- Partnered with leadership on thought leadership, events, digital marketing, and strategic communications for design-focused clients

**HEAD OF MARKETING & OPERATIONS, LISA CONGDON ART & ILLUSTRATION (Portland, Oregon) – April 2015 - October 2016**

Led marketing, business operations, and client engagement for a nationally recognized artist and illustration business. Managed contracts, licensing partnerships, client negotiations, product development, communications, and strategic growth initiatives. Oversaw marketing strategy, public relations, events, social media, and website redesign while supporting business operations and brand expansion.

**DIRECTOR OF MARKETING, CALIFORNIA COLLEGE OF ARTS (CCA) (San Francisco, California) – July 2009 - March 2015**

- Led integrated marketing, brand, and recruitment initiatives across digital, content, events, social media, video, web, and communications for a multifaceted higher education institution serving prospective students, parents, alumni, and donors
- Managed and developed a four-person Marketing & Creative Services team while partnering cross-functionally with academic and institutional leadership to strengthen brand visibility and engagement
- Drove enrollment and fundraising outcomes through new digital marketing programs including social media, PPC, retargeting, virtual tours, video storytelling, and large-scale events, contributing to a 10% increase in student enrollment and supporting more than \$4M in fundraising efforts

## Additional Experience

**ACCOUNT MANAGER, KLM CREATIVE AGENCY (San Francisco, CA) – June 2007 - June 2009**

**ASSISTANT MARKETING MANAGER, CHRONICLE BOOKS (San Francisco, CA) – 2006 - 2006**

**PUBLICATIONS COORDINATOR, SIERRA CLUB (San Francisco, CA) – 2004 - 2005**

**CREATIVE SERVICES MANAGER, VIZ MEDIA (San Francisco, CA) – 2001 - 2003**

## Skills

- Product Marketing
- Go-to-Market Strategy
- Brand Positioning
- Technical Storytelling
- Product Launches
- Demand Generation
- Community Marketing
- Customer Stories
- Executive Communications
- Marketing Operations
- Team Leadership
- AI-Enabled Marketing
- Salesforce/Marketo/Marketing Automation

## Education

University of Georgia, Athens, Georgia – Bachelor of Arts, Journalism & Mass Communications