

Nathan Choma

Driven by Curiosity, Guided by Data, Fueled by Growth

Visit www.nathanchoma.com for project portfolio and contact details.

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Work Experience

Holloway Path Minneapolis, MN

A strategic consultancy specializing in go-to-market operations, CRM optimization, and digital transformation for B2B and mid-market organizations. Delivers e-commerce builds, integrated marketing, and customer driven product strategy.

» **Founder, Principal Consultant** (July 2024 – Present)

- Achieved Certified Salesforce Partner status, specializing in Sales and Marketing Clouds to guide clients toward technology best practices and scalable architectures.
- Developed WordPress-based e-commerce solutions, integrating digital tracking and personalized advertising features to support robust, growth-ready marketing campaigns.
- Delivered strategic planning for a \$10B growth initiative - conducting white space analysis, competitor review, and a five-year product roadmap that streamlined operations and accelerated go-to-market success.

RahrBSG Shakopee, MN

A 178-year-old beverage ingredient supplier for beer, spirits, wine, and non-alcoholic segments. Generates \$1B+ in annual revenue through B2B distribution to major CPG brands.

» **Director of Marketing and Product** (July 2022 – July 2024)

- Oversaw a \$3M+ budget and \$500M+ product portfolio spanning six brands and 11 global partnerships, directing external agencies, PR firms, and implementation partners.
- Led a 10-person marketing and product organization, championing cross-functional alignment across brand, sales, and operations functions.
- Built a new product team from scratch, leveraging agile methods to cut time-to-market by six months and deliver 10x forecasted growth.
- Deployed a lead management system generating ~75 monthly leads at a 92% conversion rate, powered by first- and third-party data signals to assess prospect market fit and propensity to buy.
- Increased customer cohort spend by 30%+ in three months and generated \$7.6M in pipeline at a 34% close rate.
- Negotiated an average 35% cost savings on major software contracts as part of the enterprise technology buying team.

» **Product Marketing Manager** (December 2021 - July 2022)

- Spearheaded multiple high-revenue product launches, leveraging market research, competitor analysis, and direct customer interviews to shape data-driven go-to-market strategies.
- Drove a 35% engagement uptick and 30% category sales increase by implementing targeted digital campaigns and integrated outreach programs.
- Built a strategic product roadmap, streamlining SKUs and prioritizing top-performing segments for sustainable growth.
- Aligned sales, marketing, and product teams via V2MOM exercises, ensuring unified OKR execution.

Quality Bicycle Products Bloomington, MN

A global leader in the outdoor industry, specializing in distribution and consumer brand manufacturing. Distributes products via a B2B dealer network and select direct-to-consumer channels, serving major retailers and independent shops worldwide.

» **Brand Business Manager, General Manager** (June 2019 - December 2021)

- Drove 4x revenue growth and boosted EBITDA by 5 percentage points through brand repositioning, cost optimization, and supplier negotiations.
- Owned full P&L accountability, reporting to the President & Board of Directors, and led brand vision and profitability strategy.
- Led a cross-functional team of 10, spanning sales, marketing, engineering, design, and product management, ensuring cohesive execution of brand objectives.
- Negotiated and onboarded major national accounts (e.g., REI, Backcountry.com) and oversaw international distribution, fueling both domestic and global expansion.
- Oversaw product management for OEM and private label manufacturing, driving cost efficiency and strengthening market competitiveness through streamlined production.

» **Global Sales Manager** (September 2015 - June 2019)

- Developed a 30+ member sales team, doubling committed retailers through targeted training and enablement.
- Secured 3x international sales growth through partnerships in Japan and the UK, tailoring strategies to local needs.
- Introduced a B2B incentive program that boosted share-of-wallet by 25% year-over-year among key retail partners.
- Collaborated cross-functionally with brand and product teams to align launches and support market expansion efforts.

» **Senior Account Manager** (March 2012 - September 2015)

- Grew revenue across 500+ accounts, totaling \$22M annually through monthly in-market support and targeted marketing.
- Led consultative upselling initiatives, boosting share-of-wallet by tailoring programs to each account's needs.
- Named 2015 Account Manager of the Year and Key Organizational Influencer for surpassing targets and mentoring new hires.

About Me

Strategic marketing and product executive with a proven track record of driving multimillion-dollar revenue growth through innovation, cross-functional leadership, and go-to-market strategy. Skilled in scaling teams, optimizing global marketing, and leading digital transformation. Passionate about mentorship and executing high-impact business strategies that drive long-term success.

Management Approach

Agile and LEAN Methodologies

Streamline workflows, reduce waste, and accelerate results.

OKR Development

Align cross-functional teams around measurable, strategic goals.

Matrix Organizations

Navigate complex structures for best cross-team cooperation.

Empathetic Leadership

Build foundation of trust that empowers individuals' best work.

Career Development

Develop rising talent and shape tomorrow's leaders.

Player/Coach Leadership

Model best practices, mentor high-impact teams.

Certifications

Salesforce Administrator (SCA)

- Salesforce
- Issued September 2024
- Credential ID: 4832912

Adobe Certified Professional

- Marketo Business Practitioner
- Issued February 2023
- Credential ID: E5K5NQH21BQE1H9T

SAFe Agile Product Manager (APM)

- Scaled Agile Inc
- Issued February 2025
- Credential ID: 30845302-0080

Google Analytics Certified

- Google Digital Academy
- Issued May 2023
- Credential ID: 73148991

6sense Platform Certified

- Fundamentals of Next-Gen Marketing
- Issued August 2022
- Credential ID: 2h48egtra96q

Sprout Social Platform

- Sprout Social
- Issued April 2023
- Credential ID: wmf9i2u7em

Speaking Experience

6sense Breakthrough | October 2022 | The Phoenician, Scottsdale, AZ

- Event: Annual Customer Conference of ~1,000 executives across all business verticals.
- Title: "6QIPA - Ideal Customer Profile and Brewing"
- Topic: Using Account Based Marketing (ABM) to anticipate clients' needs and reach them at the right moment.

People for Bikes | January 2017 | Surly Brewing, Minneapolis, MN

- Event: Draft Meetup - Bikes, Biz, and Beer. Quarterly series highlighting leaders and entrepreneurs in the outdoors industry.
- Title: "How to Throw 50 Parties in One Day"
- Topic: Leveraging global partnerships to support a coordinated, multinational product launch.

Platform Expertise

CRM and Marketing Automation

- Salesforce
- SAP CRM
- Adobe Marketo Engage
- 6sense ABM

Analytics and Business Intelligence

- PowerBI
- Tableau
- Datorama
- WEBI

Artificial Intelligence (AI)

- ChatGPT (OpenAI)
- Claude (Anthropic)
- Agentforce (Salesforce)
- Microsoft CoPilot

Digital Marketing

- Google Analytics (GA4)
- Google Ads
- Meta Ads
- Sprout Social

Creativity and Productivity

- Adobe Creative Cloud
- Canva
- Visio
- Figma

Collaboration and Workflow

- Workfront
- Asana
- Slack
- Zoom

Education

University of Minnesota Duluth | Duluth, MN | 2006-2010

Graduated with Bachelor of Arts

- Major: Political Science. Minor: International Studies
- Dean's List of Academic Excellence

School for International Training | Geneva, Switzerland | 2009

- Course: International Studies, Organizations, and Social Justice
- Focus: Networked with experts at key international institutions.

Nathan Peter Choma

Minneapolis, MN

Let's Connect >>

nathanchoma.com

