

Nick Tate, MBA

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PROFESSIONAL SUMMARY

Marketing executive with 20+ years of experience leading growth, brand, product marketing, and go-to-market strategy for B2B SaaS, fintech, and highly regulated technology companies. Proven record helping companies scale revenue, mature enterprise sales motions, sharpen positioning, and build durable pipeline. Deep experience translating complex financial, compliance, and technology products into clear market narratives for executive buyers, partners, and customers.

CORE COMPETENCIES

Go-to-Market Strategy • Fintech Marketing • B2B SaaS • Product Marketing • Demand Generation • Account-Based Marketing • Brand Positioning • Enterprise Sales Enablement • Pipeline Generation • Compliance-Aware Messaging • Highly Regulated Markets • Executive Communications • Content Strategy • Website Strategy • Partner Marketing • Marketing Operations • Team Leadership

PROFESSIONAL EXPERIENCE

Head of Marketing | Kanmon

2025 – Present

- Lead marketing and go-to-market strategy for an embedded lending platform serving B2B software, vertical SaaS, and platform companies.
- Own positioning, messaging, website strategy, product marketing, demand generation, sales enablement, and executive thought leadership.
- Build market narratives around embedded lending, compliance, servicing, underwriting, licensing, and capital access in a highly regulated fintech environment.
- Develop account-based marketing programs targeting enterprise software platforms, strategic partners, and executive buying committees.
- Create partner activation programs that help platforms drive financing adoption among merchants while protecting customer trust and brand control.
- Partner with leadership on competitive positioning, product strategy, launch planning, investor materials, sales collateral, and market education.

Head of Marketing | Functional Finance

2025

- Led marketing during a transitional period as the company regrouped to rebuild its platform around an AI-first product strategy.
- Stabilized founder-led sales and marketing by clarifying positioning, improving executive messaging, and creating a more structured go-to-market foundation.
- Supported leadership across brand strategy, content, sales enablement, website messaging, and market narrative.
- Helped translate complex finance workflows, compliance considerations, and platform capabilities into clearer messaging for finance and fintech audiences.
- Partnered cross-functionally with product, sales, and operations to support revenue continuity while the company repositioned for its next phase of growth.

Head of Marketing | Rain

2023 – 2025

- Led marketing for a high-growth earned wage access fintech company operating in a highly regulated financial services category.
- Supported revenue growth from Series A to Series B, helping the company double revenue through enterprise sales-led growth.
- Built integrated marketing programs across demand generation, product marketing, lifecycle marketing, enterprise enablement, and vertical campaigns.
- Developed go-to-market strategies for healthcare, hospitality, public sector, and other enterprise segments.
- Supported strategic partner and integration narratives across Workday, UKG, ADP, and other enterprise ecosystem channels.
- Created compliance-aware messaging for executive buyers, HR leaders, finance leaders, and legal stakeholders evaluating earned wage access programs.
- Partnered with sales and executive leadership to mature enterprise positioning, improve buyer education, and support adoption, engagement, and retention.

Vice President, Head of Growth | Selix

2022 – 2023

- Led company-wide growth strategy across acquisition, lifecycle marketing, experimentation, analytics, and customer conversion.
- Built scalable customer acquisition programs and improved conversion across the buyer journey.
- Partnered with executive leadership on positioning, product strategy, revenue growth, and go-to-market priorities.

Director of Marketing | Built Technologies

2019 – 2022

- Led marketing for a construction finance technology company serving lenders, builders, and enterprise financial institutions.
- Supported revenue growth of 2–3x annually while maintaining approximately 3x pipeline coverage.
- Helped scale the company from Series B through Series D, culminating in a \$1.5B valuation.
- Led product marketing, demand generation, customer marketing, content strategy, events, sales enablement, and go-to-market programs.
- Built messaging for complex, highly regulated financial workflows across construction lending, payments, compliance, risk, and portfolio management.
- Partnered closely with sales, product, customer success, and executive leadership to support enterprise pipeline creation and market expansion.
- Developed campaigns and enablement that helped translate technical product capabilities into clear value for banks, lenders, and financial services buyers.

Senior Manager, Digital Marketing | Asurion

2016 – 2019

- Led digital acquisition and performance marketing initiatives across multiple national consumer brands.
- Managed cross-channel marketing strategy, analytics, testing, optimization, and campaign performance.
- Collaborated with product, engineering, analytics, and brand teams to improve acquisition, engagement, and customer experience.

Marketing Leadership Roles

2004 – 2016

Progressive marketing leadership roles across agency and corporate environments with increasing responsibility across digital marketing, brand strategy, customer acquisition, campaign development, analytics, and integrated marketing.

EDUCATION

Master of Business Administration (MBA)

Lipscomb University

Delta Mu Delta International Honor Society

Bachelor of Arts

University of Tennessee

TECHNOLOGY & TOOLS

HubSpot • Salesforce • Google Analytics • LinkedIn Campaign Manager • WordPress • CRM Strategy • Marketing Automation • Analytics & Reporting • Website Strategy

LEADERSHIP HIGHLIGHTS

- 20+ years building marketing strategies for venture-backed technology, SaaS, and fintech companies.
- Deep experience in highly regulated financial technology categories, including embedded lending, earned wage access, construction finance, compliance-sensitive workflows, and enterprise financial services.
- Proven ability to support rapid revenue growth, enterprise pipeline coverage, category positioning, and executive buyer education.
- Trusted partner to founders, CEOs, sales leaders, product leaders, and revenue teams on market strategy, messaging, positioning, and growth.