



Susy Mark

VP of Marketing

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Susy Mark joined VIMANA in 2016 as the Director of Marketing. In 2021, she was promoted to VP of Marketing and currently serves in that role.

Susy brings 30 years of experience in marketing and sales. She leads VIMANA's marketing strategy and implementation driving brand awareness, market pull, and inspiring customers and prospects confidence in VIMANA's Industrial Analytics solutions. Susy led the modernization of VIMANA's re-brand and new customer-led messaging, positioning VIMANA as an out-of-the-box, customizable industrial analytics software for Smart Manufacturing and Asset Maintenance and Reliability. She developed demand generation programs that provided manufacturers with thought leadership on process improvement and engaged partners to evaluate co-innovating new IoT solutions to create market pull. Susy collaborated with Industry Analysts like Gartner and leveraged account-based marketing strategies to share examples of VIMANA's customer success, instilling confidence in VIMANA software and global delivery.

Susy joined VIMANA from Xerox, where she held multiple sales and marketing leadership positions for the Document Services and IT Outsourcing business. While at Xerox, she led the industry marketing organization responsible for accelerating revenue growth by implementing vertical, customer-led marketing strategies. In addition, Susy established the first customer segmentation and analytics team, providing intelligence to improve market attack, drive new business, and bolster sales productivity. Before her marketing roles, Susy was a sales leader managing the P&L across Illinois, delivering \$100M in revenue.

Susy is Green Belt certified and holds a BS in Mathematics from Northwestern University, Evanston, IL. She resides in the Chicago area with her husband and two adult children.