

WILLIAM DELEHANTY

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B2B Demand Generation & Growth Leader

Built Forbes' B2B demand generation function from zero in 2019 into an engine credited with \$5.25M in marketing-influenced revenue in 2026 year to date and eight figures cumulatively. Generate pipeline from CMOs, marketing leaders, and enterprise buying committees at brands like T-Mobile and ServiceNow. Hands-on systems builder across ABM, paid acquisition, lifecycle, CDP, and AI-assisted production, running a team of two that ships 10+ concurrent programs.

SELECTED IMPACT

- Paid media return: turned **\$72K of a \$100K 2026 paid budget** into **\$275K in direct-booked revenue** across LinkedIn, Google, Meta, and programmatic, with sourced pipeline on top
- Deliver **\$5.25M in marketing-influenced revenue in 2026 YTD** with a team of two, tracked conservatively through Salesforce contact-role attribution
- Built Forbes' first **always-on enterprise ABM campaign** from zero (live July 2026). AI-assisted production collapsed 149 to 206 specialist hours into 71 to 74 hours as a single operator, roughly 60% fewer hours and calendar time from a month to under two weeks
- Turned one-off partner activations into a **repeatable vertical playbook**: the first program took a full build cycle, the next four verticals were architected in hours each; **\$240K booked, \$1.15M in active pitches** (2026)
- Designed and solo-built an **8-program, 29-email lifecycle** for Forbes' self-service advertising product, including the revenue model and a paid layer
- Stood up **programmatic activation** through an independent DSP and identity-graph partnership, productized for clients as Forbes Audience Extension

CORE EXPERTISE

Demand Generation Strategy • Enterprise ABM & Target Accounts • Lifecycle & Behavioral Marketing • Marketing Ops & Revenue Attribution • Paid Acquisition (LinkedIn, Google, Meta, Programmatic) • CDP & First-Party Data • Intent & Signal Data • Content-Led B2B Lead Generation • Sales Enablement & Pipeline Alignment • Team & Vendor Leadership • AI-Assisted Campaign Production

PLATFORMS & TOOLS

CRM & marketing automation: Salesforce, Pardot, Marketo, Knack, Stripo

CDP, data & analytics: BlueConic, Looker, BigQuery, GA4, Bombora, Zephra

Paid media: LinkedIn Ads, Google Ads, Meta Ads, programmatic (DSP)

AI & automation: Claude Code, n8n, Claude, ChatGPT Enterprise (custom GPTs)

Events, sales & ops: Bizzabo, Gong, DocSend, MediaRadar, Jebbit, Smartsheet, Monday.com, Notion, Jira

Web & creative: WordPress, HTML/CSS, Photoshop, Premiere Pro, Canva, Brandfolder

PROFESSIONAL EXPERIENCE

Forbes Media

Executive Director, Demand Generation

2015 – Present

Director, Demand Generation

July 2023 – Present

October 2021 – July 2023

Scope: B2B demand generation across advertising, sponsorships, research, insights, self-service advertising, and Forbes Vetted. Team of two plus contractor and vendor relationships. \$100K paid media budget. \$5.25M marketing-influenced revenue in 2026 YTD.

- Built the function from zero in 2019; **eight figures in cumulative marketing-influenced revenue** since, with conversion rates improved ~2.5x through tighter capture, nurture, and routing
- Authored Forbes' **centralized top-of-funnel strategy and audience intelligence framework**, shifting the business from pageview-based to identity-based monetization through predictive LTV modeling, third-party data enrichment, and cross-product lifecycle routing
- Launched Forbes Connect as an **owned-media conversion layer on an 18M+ profile BlueConic CDP**, with behavioral segmentation, on-site dialogues, progressive profiling, and lifecycle routing into Pardot and Salesforce

- Architected enterprise lead generation programs for **T-Mobile** (two-tier Signal product), **ServiceNow** (integrated content, research, and retargeting partnership), and **Indeed**, with CRM-ready delivery and multi-channel orchestration
- Ship 10+ concurrent lifecycle programs across BDM, HNW, consumer, onboarding, reengagement, Forbes 250, and self-service advertising
- Drove the **Forbes Vetted Best Product Awards** paid-submission program to ~\$100K in bookings on custom BlueConic audiences; delivered ~2x baseline landing page conversion on the BDM Toolkit content program
- Set the DG Operating Playbook and AI processes: lifecycle standards, prompt libraries, QA checklists, and governance. Built custom GPTs plus Claude Code and n8n workflows that automate campaign production, event pacing, and reporting
- Built executive-ready QBR and monthly reporting tying activity to pipeline influence, account performance, funnel velocity, and channel efficiency
- Hired, developed, and managed a team of up to three, including performance transitions and a reduction in force. Manage a specialty contractor and vendor relationships (led Stripo and Knak evaluations and onboarding). Partnered with Sales on speed-to-lead and a one-click outreach library that drove seller adoption

Senior Manager, Demand Generation

January 2019 – October 2021

- Established Forbes' demand generation foundation across paid media, email, landing pages, nurture, and funnel reporting, giving leadership its first view of conversion and spend efficiency
- Owned Forbes8 B2C lifecycle marketing: activation, engagement, retention, and LTV. Built the site, the activation plan, and the feedback loop used to predict incremental sales
- Self-taught HTML/CSS to ship custom email templates, landing pages, and tracking scripts when design and engineering bandwidth was unavailable

Manager, Audience Development

May 2018 – December 2018

- Built an in-person audience of **10,000+ attendees** for the 2018 Under 30 Summit with a team of three, owning audience growth and onsite execution
- Managed a **~\$500K budget over six months** across paid media, events, and international expansion, including a recorded radio spot and out-of-home buys in Nigeria and Ghana; launched a startup hub from scratch (positioning, programming, sponsorship packaging) to drive incremental event revenue

Sales Planner

February 2015 – May 2018

Planned and priced media programs for enterprise advertisers; ground-level education in how long, multi-stakeholder deals move through pipeline and where marketing helps or hurts them.

Stedd LLC (founder, side venture, concurrent with Forbes)

2026 – Present

- Building a revenue-recovery product for trades businesses: AI voice and SMS agents, lifecycle automation, and verified-outcome reporting
- Solo-built on Claude Code and n8n, from product to pipeline; keeps daily hands-on fluency with agent and automation workflows

EDUCATION

Ithaca College | MBA | BBA, Marketing

INTERESTS

Outdoor recreation (skiing, hiking, snowmobiling), car maintenance, hands-on building projects, and operating a small hobby farm.