GEORGE MURRAY

MARKETING OPERATIONS & MARTECH LEADER

CRM | MARKETING AUTOMATION | DIGITAL & AI TRANSFORMATION
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PROFILE

Marketing operations and Martech leader with experience building and improving CRM, marketing automation and digital operations across B2B SaaS and multi-brand environments. Currently serving as Interim Head of Digital Marketing Operations at Veriforce, with responsibility for a team of four, a £1.3m technology stack and HubSpot operations across five brands in EMEA. Reports to the SVP of Marketing and supports a 23-person marketing organisation.

Combines functional leadership with hands-on platform expertise across HubSpot, Salesforce Marketing Cloud, Pardot, Microsoft Dynamics, Power Automate, Copilot Studio, Zapier and API integrations. Track record includes a 40% reduction in lead-to-sales handover time, a 7% increase in MQL-to-SQL conversion, customer retention above 90%, and a 17% year-on-year e-commerce revenue uplift.

Practical AI and automation experience includes designing and deploying governed workflows and agents for campaign QA, website QA, data operations and reporting. Focused on making marketing teams more effective through clear ownership, reliable data, useful technology and measurable operational improvement.

PROFESSIONAL EXPERIENCE

Interim Head of Digital Marketing Operations | Veriforce *Jun 2026 – Present | 12-month secondment*

- Selected for a 12-month interim leadership appointment, reporting directly to the SVP of Marketing. Lead marketing automation, web and e-commerce operations for an £80m+ international B2B SaaS business in health, safety and contractor compliance.
- Lead a team of four within a centralised digital operations function supporting a 23-person marketing organisation; oversee a £1.3m technology stack and HubSpot operations across five EMEA brands.
- Present weekly performance reporting to senior executives, covering MQL generation, MQL-to-SQL-to-revenue progression and channel attribution across organic, paid, campaign and cross-sell activity.
- Lead web strategy for a brand consolidation, bringing two brands and websites onto one platform; work with Content leadership on positioning, messaging and UX and oversee agency delivery.
- Connect Paid, Content and Lifecycle teams with external agency partners, aligning campaigns and shared audiences from acquisition through retention.
- Contributed to a new e-commerce journey associated with a 17% year-on-year revenue uplift; own marketing communications supporting Sales, Renewals and Customer Care across five brands.

CRM & Marketing Automation Manager | Veriforce *Jun 2024 – Jun 2026*

- Led CRM operations and strategy across three HubSpot instances and multiple brands.
- Acted as the lead HubSpot stakeholder in a cross-continental MarTech migration from Salesforce Marketing Cloud and Pardot to HubSpot, working across departments and US/Canada time zones.
- Led the HubSpot workstream for a business-wide HubSpot Microsoft Dynamics integration, strengthening marketing data integrity and Sales/Marketing alignment.
- Reduced lead-to-sales handover time by 40% through CRM integration and process improvements; introduced lead scoring that increased MQL-to-SQL conversion by 7% year-on-year.
- Built always-on closed-lost and win-back campaigns using SMS and RCS, achieving 75% engagement; improved renewal journeys, contributing to customer retention above 90%.
- Built a Kiflo partner-referral integration associated with 12% year-on-year revenue uplift; designed the ResponseIQ telephony integration, increasing day-one contact rate from 32% to 87%.
- Audited Salesforce Marketing Cloud and Pardot processes, eliminating 32% of manual effort; built a Claude API integration with HubSpot for natural-language analysis of CRM usage, engagement and platform performance.

CRM Admin Manager | Collett's Mountain Holidays *Oct 2018 – Jun 2024*

- Directed CRM strategy, administration and system integration across a multi-region adventure travel business.
- Led the HubSpot Enterprise implementation across Sales, Marketing and Service Hubs.
- Increased MQLs by 125% year-on-year through nurture, win-back and closed-lost customer journeys.
- Built lead scoring models, lifecycle workflows and pipeline automations across Sales and Marketing; developed integrated CRM processes supporting marketing, sales and customer service.

SELECTED TRANSFORMATION | MARKETING OPERATIONS CONTROL CENTRE

Designed and developed a governed portfolio of 11 live AI-enabled agents within a six-layer operating model spanning Control, Production, Data, Intelligence, Governance and Knowledge. The first five layers contain live agents; Knowledge is in planning. The portfolio supports campaign and website QA, production, data operations, reporting and governance.

135 hours/month of estimated team capacity released across the portfolio (1,620 hours/year). At an illustrative £25/hour, this represents £40,500 annualised capacity value.

£198,700 annual value identified across capacity value, reduced agency spend, avoided software subscriptions and estimated operational benefits. Capacity value and estimated benefits are distinguished from direct cash savings; £120,000 agency spend reduction and £14,000 avoided MarTech subscriptions are separately identified.

CORE CAPABILITIES

Marketing Operations & MarTech Strategy CRM Strategy & Operations Marketing Automation & Lifecycle Management HubSpot Super Admin and Multi-Brand Management Technology Stack Ownership and Vendor Management AI Agent Design, Deployment and Governance Marketing Data, Integration and Data Quality Lead-to-Revenue Operations and Sales Alignment Performance Reporting and Attribution Digital Transformation and Platform Migration Team Leadership and Cross-Functional Delivery Agency Management

CERTIFICATIONS & RECOGNITION

HubSpot Academy: 13 certifications, including Super Admin Bootcamp, Reporting & Analytics, Revenue Operations, Marketing Hub, Email Marketing, Content Marketing, Inbound Marketing, Inbound Sales, Sales Enablement, Contextual Marketing and HubSpot Video Bootcamp.

Zapier: three certifications covering fundamentals, filters and paths, and webhooks. Salesforce Marketing Cloud Account Engagement Specialist (MC-201): in progress.

HubSpot Admin Arena 2026 finalist (one of 12 global finalists); Veriforce AI Mentor 2026; Rising Star Mentorship Programme 2025; Veriforce Star of the Year 2024.

TECHNOLOGY

CRM: HubSpot (Super Admin), Microsoft Dynamics, Salesforce Marketing Cloud, Salesforce Account Engagement (Pardot).
Automation: HubSpot Workflows & Sequences, Journey Builder, Pardot Engagement Studio, Zapier, Copilot Studio, Power Automate.
AI & integrations: Claude, Claude API, ChatGPT, Microsoft Copilot, APIs and custom integrations.
Messaging: Sinch (SMS/RCS), ResponseIQ, RingCentral. Analytics: Excel, HubSpot Reporting & Analytics.

EDUCATION

BSc (Hons) Mathematics and Statistics The Open University | 2016 2022