

# John Leger

## Visionary & Transformational Digital Growth Executive

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### Executive Profile

Highly creative and transformational digital and growth executive with 23+ years of experience driving customer acquisition, engagement, and revenue growth for enterprise B2B SaaS organizations. Proven ability to align digital strategy with business objectives, reduce customer friction, and deliver sustained, measurable growth through data-driven optimization, UX leadership, and experimentation.

### Key Metrics & Value Creation

- **Growth & Revenue Leadership:** Drove consistent double-digit YoY revenue growth through strategic digital acquisition and full-funnel optimization, achieving 25 consecutive quarters of pipeline targets
- **Operational & Efficiency Gains:** Slashed customer acquisition cost (CAC) by 15% via SEO, UX optimization, and personalization strategies, while increasing website conversion by 42.9% through enterprise CRO initiatives
- **Team & Innovation Scaling:** Founded and scaled an experimentation program from zero to 24+ annual tests, resulting in accelerated learning, efficient data-driven decisions, and improved customer retention by 27.6%
- **Pipeline Value Creation:** Directly influenced \$120M+ in pipeline resulting in a 10x ROI through enhanced ABM, demand generation, and full-funnel optimization strategies

### Core Leadership Strengths

- Executive Vision & Road Mapping
- Enterprise Digital & Web Strategy
- Growth, ABM & Go-to Market
- CRO & Funnel Optimization
- UI/UX & Customer Experience
- SEO, AEO, & GEO
- Analytics and Board-Level Reporting
- Cross-Functional Team Leadership

### Leadership Style

A results-driven executive whose inspirational, servant-leadership model is the catalyst for award-winning digital transformations. This philosophy is manifested by mentoring future-ready leaders, championing stakeholder-aligned innovation, and orchestrating collaborative execution. The outcome is a consistent ability to convert complex challenges into elegant, scalable solutions that enhance operational efficiency, elevate user experience, and sustained competitive market advantage.

## Professional Experience

### Senior Digital & Growth Leadership Roles

2002 — Present

- Led enterprise digital growth, web strategy, and optimization initiatives supporting pipeline, revenue, and customer experience goals
- Owned digital roadmap spanning acquisition, conversion, retention, and personalization
- Partnered with C-Suite, Product Marketing, Sales, Content, Globalization, and Engineering teams to execute growth and ABM strategy
- Built, mentored, and led high-performing cross-functional teams
- Established executive dashboards and reporting frameworks for leadership and board review
- Progressive leadership roles in digital marketing, UX, web strategy, and optimization, building deep expertise across acquisition, analytics, experimentation, and storytelling.

### Founder & Owner

04/2025 — Present

VirtuosoPro, LLC, Chattanooga, TN

### Founder & Owner

01/2002 — Present

John Leger Consulting, Chattanooga, TN

### Senior Director, Web Content Strategy & UX

01/2019 — 03/2025

Automation Anywhere, San Jose, CA

### Senior Web Developer / Digital Marketing Professional

05/2012 — 02/2019

CA Technologies (acquired by Broadcom), Islandia, NY

## Recommendations

Managing and working with John and his team over the past two years at Automation Anywhere has been an absolute pleasure. As the Senior Director of Web Content Strategy and UX, he has consistently demonstrated outstanding leadership, strategic vision, and deep technical expertise. John is a results-oriented leader with a wealth of expertise and a natural problem-solver. His calm demeanor under pressure, data-driven decision-making, and constant drive for innovation have been invaluable to our success.

— **Sunjay Randhawa**, former VP of Marketing, Automation Anywhere

## Military

**US Army**, Fort Drum, NY

Aircraft Structural Mechanic

## Education

**Elim Bible Institute**, Lima, NY

Summa Cum Laude

3-Year Diploma