



Your Engine for Growth

Delivering programs that drive business growth

## Who We Are

Mktgen brings C-level experience and highly skilled experts to deliver best-in-class marketing programs that build sales pipeline and drive revenue growth.

## What We Do

We build your tailored, end-to-end demand generation and marketing automation engine. Our programs are designed to deliver predictable pipeline, drive revenue growth, and equip your team for sustainable success.

## Challenges We Solve

- The Sales pipeline is not robust, and Sales can't meet aggressive targets
- Marketing is not generating sales pipeline
- Marketing is not delivering qualified leads that Sales needs.
- Current team is busy running the day-to-day business, or lacks expertise in modern martech.
- Management can't measure Marketing's impact on revenue.

*"I have never seen a marketing team contribute so much to the sales pipeline."*

SVP of Sales  
Mid-market SaaS company  
Mktgen client

## Ideal for Clients Who

- are building out the Marketing function
- have aggressive growth targets
- don't have a robust sales pipeline
- need to drive growth quickly

## Notable Program Results

- Grew sales pipeline from nothing to two full quarters of 4x pipeline in place
- Increased avg. deal size by 50-100%
- Delivered Marketing contribution to pipeline of 70% (up from 0%)
- Drove 30% YOY ARR growth

## Highly Experienced Team

### Maria Carballosa

Founder & President

3x CMO of mid-market SaaS companies. 20 years in marketing leadership roles. Founded Mktgen to help companies implement growth marketing.

### Kevin Salas

Marketing Technology and Operations Lead

Extensive experience in development and execution of the entire martech stack, marketing automation that drives demand.

### Phil Neal

Marketing Content and Campaigns Lead

Extensive experience creating B2B demand generation and inbound marketing programs for Fortune 500 to small startups.