

CHRISTOPHER E. MASON

Ireland | US & Irish Citizen

Email: christopher.eric.mason@gmail.com | Phone: +1 424.276.8721, +353 83.802.0289 |

LinkedIn: www.linkedin.com/in/mrchristophermason

EXECUTIVE SUMMARY

Director-level product and growth leader with experience spanning automotive, SaaS, affiliate monetization, and digital platform strategy across US and EU markets. Former Toyota Motor Sales Interactive Marketing Planner responsible for platform strategy, content architecture, and performance marketing across all vehicle lines, overseeing a \$22M paid search budget and leading cross-functional agency and technical teams.

Former Head of Marketing at a SaaS company, reporting directly to the CEO and driving subscription growth through structured go-to-market and acquisition strategy. Founder and operator of multi-entity digital businesses generating low seven-figure annual revenue at peak through affiliate partnerships, recurring commercial agreements, and performance-based acquisition channels.

CORE COMPETENCIES

- Product Marketing & Go-to-Market Strategy
- Growth & Monetization Strategy
- SaaS and Digital Platform Leadership
- Affiliate & Channel Partnerships
- Performance Marketing & Acquisition
- Cross-Border Business Operations
- Executive Stakeholder Management

PROFESSIONAL EXPERIENCE

Toyota Motor Sales USA Inc.

Interactive Marketing Planner | 2005–2011

- Led digital content strategy and performance marketing initiatives for Toyota.com across all vehicle lines.
- Increased search-driven website traffic 5x, including doubling organic traffic through structured SEO initiatives.
- Managed two direct reports and coordinated cross-functional agency, search, and technical teams.
- Directed structural redesign of Toyota.com; core architecture remains foundational to the platform today.
- Oversaw and optimized a \$22M paid search budget, driving significant acquisition growth and ROI efficiency.

- Led digital response during the 2009–2011 recall crisis and 'Cash for Clunkers' period.
- Launched Toyota's first mobile web experience following strategic research and user behavior analysis.

Slemma (Sherman Oaks, CA)

Head of Marketing | 2019–2020

- Reported directly to the CEO and led company-wide marketing strategy for a data visualization SaaS platform.
- Increased customer subscriptions by 40% within six months through acquisition optimization and GTM initiatives.
- Managed in-house marketing team and external partners across performance, content, and partnership channels.
- Developed messaging and positioning frameworks to support product-led growth and sales enablement.

Founder & Growth Director

Romagna Media LLC (US) | Clearance Items Ltd (Ireland) | 2011–Present

- Built and scaled affiliate marketing platforms generating low seven-figure annual revenue at peak.
- Drove performance acquisition strategies delivering up to six-figure monthly revenue across diversified partnerships.
- Structured recurring commercial agreements and cross-entity revenue models across US and EU markets.
- Led SEO and paid acquisition initiatives scaling traffic and conversion performance across owned digital properties.
- Managed full P&L accountability and cross-border business operations.

BOARD EXPERIENCE

Cape Clear Island Distillery | Board Member & 10% Shareholder

- Provide strategic oversight on branding, distribution expansion, and growth initiatives.
- Advise on commercial strategy and capital allocation.

EDUCATION

Santa Clara University — Bachelor of Arts, English

PROFESSIONAL DEVELOPMENT

Diploma in Artificial Intelligence for Business — University College Dublin

Certificate in Brewing & Distilling Science — Munster Technological University

EARLY CAREER

Additional experience in digital product and web development roles at AT&T, Sony Electronics, Zefer Corporation, DHL, and Earthlink.