

WM. SPENCER WRIGHT

OVERVIEW

Dynamic Growth leader with a track record of delivering exceptional results across high complexity businesses. I love building out and managing high performing teams, identifying and scaling growth drivers for product lines, and improving key marketing and operations capabilities such as experimentation, personalization/segmentation, B2B marketing, paid media, analytics, and marketing / sales tech stacks.

EXPERIENCE

Change.org (Jan 2024-Present)

Millions of advocates have created petitions and +500m people have signed a petition on the Change.org platform, leading to +100k victories in 196 countries.

Head of Growth

- Single Threaded Leader responsible for all petition creation globally
- Lead team of 2 product managers, 12 engineers, 2 designers and a small team of marketers
- Drove double digit growth in petition creation in 2025 YTD after 10 quarters of negative growth
- Re-established the Membership team and drove first consecutive quarters of membership revenue growth since 2021
- Re-established Lifecycle / Email Marketing team, including hiring new Associate Director, selecting and implementing new lifecycle email tool and overhauling content programming

CollegeVine (Jan 2023-Jul 2023)

Head of Growth

- Established Growth Product Pod and acted as Single Threaded Leader responsible for users and ARPU
- Led team of 5 engineers, data scientists, and content managers to drive 20% increase in users vs baseline
- Implemented SEO best practices across the website and content production
- Created CollegeVine Scholarship to drive user acquisition and engagement
- Mutually agreed to part ways post parental leave (can connect with COO / former manager for details)

Teachers Pay Teachers (May 2016-Dec 2022)

Over 85% of teachers in the US use TpT to buy and sell original, educator-created resources. Over my tenure, I built the Growth function from a team of 1 to 17 across 4 revenue-driving functions serving both our B2C ecommerce marketplace and B2B subscription product. Acquired for \$430m reflecting >4x return.

Director of Growth, Lifecycle & Sales Operations (February 2020-Dec 2022)

- Reported to Chief Commercial Officer; owned multi-million dollar budget; managed external Paid Media agency and external Growth Engineering team
- Managed Growth, Lifecycle, B2B Marketing and Sales Operations teams; responsible for marketplace GMV growth and B2B lead generation, meetings set & sales productivity
- Grew team from 1 to 17; Culture Amp engagement scores for team averaged +90 (vs 75 company-wide mark) since first quarterly report in Q3 2020

B2C Marketplace

- Grew GMV from owned marketing channels by 2x (+\$100m) from 2019 to 2022
- Established and managed growth-led experimentation program which launched +400 AB tests across web properties and landing pages with 20% win rate

- Modernized B2C Lifecycle Marketing program through new onsite + email personalization tooling, improved user segmentation data, and the expansion of our 1:1 recommendation program

B2B Growth

- Built B2B marketing function and go-to-market motion, drove leads in 60% of schools in the US and set 50% of all sales meetings from marketing lead nurture for a business line that grew from \$0 to \$15m in ARR in two years
- Maintained a 6:1 LTV:CAC ratio for B2B marketing with product-led growth motion while reducing Cost-to-Serve by 30% through automation of Account Management touchpoints
- Owned Sales Ops and Sales Forecast, set company-wide goal for ARR from B2B business line; partnered with Finance and People Ops to reconstruct sales compensation
- Oversaw rebuild of Salesforce instance to increase Sales team productivity, reduce system fragility, and improve our reporting and data infrastructure

Senior Growth Marketing Manager (August 2018-February 2020)

- Partnered with Senior Leadership to identify gap in capabilities for business then created and drove roadmap for the implementation of B2B marketing systems, tools, processes and functions
- Implemented Optimizely and brought on external growth engineering partner to expand scope and volume of in-product A/B tests; launched 50 A/B tests in Y1
- Generated \$3m in funds raised via email and onsite testing for TpT crowdfunding platform, helping teachers in need during transition to remote learning
- Increased GMV by 5% lift sitewide via AB testing and conversion rate optimization

Growth Marketing Manager (May 2016-August 2018)

- Researched, tested, and built teacher onboarding funnel, leading to a 60% increase in school purchases
- Researched buyer behavior and, based on key lifecycle moment, implemented new onboarding email which increased repeat purchasers by 20% for new buyers
- Drove a 27% increase in monthly active buyers via coupons
- Partnered with Data Science to create a marketing dashboard to track performance of marketing initiatives

GameChanger Media (March 2012-March 2016)

Over 165,000 amateur sports coaches have used the GameChanger app to capture professional-level stats on their players, manage their team, and stream live game updates to millions of parents and fans. Acquired by DICK'S Sporting Goods for >\$50m in 2016 reflecting >5x return.

Content Marketing Manager, EIC of The Season (June 2014-March 2016)

- Launched new content marketing arm (TheSeason.gc.com) in January 2015 to tell GameChanger brand story, drive new early majority customer acquisition and boost engagement with existing users.
- Published 400+ articles and videos and grew our audience from 0 to over 100k unique visitors per month
- Used SEO optimization, social, email, and partner syndication to turn content into our highest performing acquisition channel in terms of ROI and accounting for 30% of new teams
- Built and optimized our lead capture and nurturing flows, turning casual readers into GameChanger users
- Managed two direct reports, outside PR team, an outsourced staff of 20 freelancers and content contributors, and a 500k per year budget

Digital Marketing Manager (March 2012-May 2014)

- 13th hire, 2nd digital marketing hire. General athlete on digital marketing team, managing social, SEM, SEO, partner co-marketing, paid advertising, and video production.
- Implemented social media strategy, growing total social audience from 7k to 128k in two years
- Tested initiatives to grow our paid subscriber base, increasing conversion rate by 17%

EDUCATION

Middlebury College

- Bachelor of Arts, Political Science: Cum Laude, February 2012
- Senior Thesis, Highest Honors: “The Offense/Defense Balanced Revisited: The Relationship Between Tactics, Strategy and War Initiation in Wilhelmine Germany.”

University of Cape Town (Spring 2010) Studied South African Politics, International Politics, and Xhosa.

ADDITIONAL INFORMATION

- 4-year host of Angry Fans sports talk show and college sports broadcaster for WRMC Middlebury Radio
- Nationally ranked Policy Debater in High School and 4-year member of the Middlebury Debate Society
- Dad, dog lover, sports, cards and board games player, Vermont enthusiast