

Kim Ruvolo

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AEROSPACE MARKETING LEADER KNOWN FOR SCALING BRANDS AND DRIVING GROWTH

CAREER SNAPSHOT

Hands-on **marketing leader with 15+ years B2B in aerospace and aviation brand, marketing and GTM strategies.**

A doer and a thinker, I'm can see big picture while getting in the weeds which is critical for businesses in a transition or growth stage. Expert at marrying brand strategy, demand generation, and product marketing for next-gen technologies.

SIGNATURE ACHIEVEMENTS

- **15+ years in aerospace, defense, and tech marketing** supporting brands like ANT61, Space OS, Translunar, Anuvu, Universal Avionics, Meriplex, JetBlue Airways, Frontier Airlines and more.
- **Branded and repositioned over 10 companies;** transformed bankrupt SATCOM company Global Eagle to Anuvu, restoring credibility among clients, employees, and investors.
- **Expert storyteller and messaging guru**, turning complex products into clear narratives including *ANT61's Beacon*, *The Anuvu Constellation*, and *Universal Avionic's ClearVision*.
- **Built and scaled marketing functions from scratch** in PE-backed, founder-led, and turnaround environments.
- **Secured 8M+ media impressions in top-tier outlets (SpaceNews, Via Satellite, CNBC, Bloomberg)** and 30+ speaking engagements at defense/aerospace conferences.
- **Led global product, event, and trade show strategy** (SATELLITE, Space Symposium, SmallSat), ensuring ROI alignment between sales, BD, and marketing teams.
- **Chosen to be a Techstars Space Accelerator marketing mentor**, helping early-stage dual-use companies refine technical narratives and funding communications.

EXECUTIVE EXPERIENCE

VP MARKETING & COMMUNICATIONS | [Meriplex Technologies](#) | Denver | August 2024 - March 2025

PE-backed IT & cybersecurity solutions provider serving DoD and SMB markets. R

- Overhauled MarTech stack (HubSpot ↔ Salesforce sync, GA4, Campaign Manager, and automation workflows)
- Drove 200–235% pipeline growth in < 3 months through integrated demand generation and ABM campaign
- Built GTM strategies for high-value verticals (automotive, senior living, government)

DIRECTOR OF MARKETING | [Universal Avionics](#) (subsidiary of Elbeit Systems) | Tucson | May 2024 - August 2024

Led five-person marketing team for **aerospace hardware manufacturer within \$6B global defense contractor.**

- Launched global GTM campaigns for next-gen avionics hardware and AI-powered situational intelligence systems
- Partnered with CRO & sales to equip teams with enablement materials, proposals, and buyer personas.
- Built PR strategy under public-company disclosure rules, securing media coverage while ensuring compliance.

VP MARKETING & COMMUNICATIONS | [Anuvu](#) | Denver | January 2021 - February 2024

\$500M SATCOM provider serving aviation, maritime, and government sectors. Reported to CEO.

- Led global rebrand from Global Eagle to Anuvu, restoring credibility in defense, aerospace, and maritime.
- Partnered with SpaceX to launch Starlink VAR program; drove adoption through targeted GTM positioning.
- Drove 5x pipeline growth via ABM, thought leadership, and integrated multi-channel campaigns.
- Built RFP & proposal process, increasing win rate by 20% across 130+ deals.
- Revamped event strategy for SATELLITE, Small Sat, and Space Symposium to improve ROI; hosted press dinners

FOUNDER & CEO | [The Space Marketers](#) & [Sixty Tall Marketing](#) | Denver | December 2016 - Present

Fractional CMO consultancy specializing in growth for SMBs and startups. Chosen as Techstars marketing mentor for space cohort.

CON'T FOUNDER & CEO | [The Space Marketers](#) & [Sixty Tall Marketing](#) | Denver | December 2016 - Present

- Established brand framework to parlay into brand identity and client experiences for multiple brands
- Generated \$240K+ revenue across 15+ clients; increased client revenue by up to 350%.
- Built full-stack demand generation programs including digital, PR, and event marketing.
- Supported successful acquisitions and market expansions for early-stage companies.

HEAD OF DIGITAL MARKETING (CONTRACT) | [Barry's](#) | Los Angeles | December 2016 - August 2017

Global fitness brand with 30+ locations worldwide. Oversaw digital marketing strategy, demand generation, and process optimization to drive revenue growth. Initially hired on contract; extended due to impact and results

- Launched new website with integrated POS, improving conversion, customer experience, and MRR tracking
- Managed 500K+ subscriber database with advanced segmentation, automation, and nurture workflows
- Directed paid media and digital campaigns for 10+ new studio launches (London, Milan, Venice, Chicago), consistently exceeding pipeline and revenue goals

VP MARKETING & COMMUNICATIONS | [Brooklyn Boulders](#) | New York | January 2016 - November 2016

Member of a five-person executive team for a \$15 million start-up, experiential rock-climbing facility in New York, Chicago, and Boston. Restructured team of eight; reported to the CEO; worked closely with PE group.

- Led demand generation efforts that doubled EBITDA year-over-year.
- Implemented LTV, CAC, and CPL formulas and used data to optimize ROI and determine marketing spend
- Ideated "9.9.9". campaign across social, digital, paid, and email that resulted in 150%+ ROI

EARLY CAREER EXPERIENCE

- **DIRECTOR, FIELD MARKETING** | [Equinox Fitness Clubs](#) | New York | May 2013 - December 2015
- **MANAGER, MARKETING** | [Revel \(Ocean Resort\)](#) | Atlantic City | November 2011 - November 2012
- **MANAGER, GLOBAL BRAND MANAGEMENT** | [Starwood Hotels](#) | New York | August 2010 - November 2011
- **BRAND MANAGER** | [JetBlue Airways](#) | New York | September 2005 - November 2010
- **BRAND ANALYST** | [Frontier Airlines](#) | Denver | May 2000 - August 2005

RECOMMENDATIONS

"Kim made more impact in 3 months than anyone we'd seen before. A game changer." – **CEO, Universal Avionics**

"Kim built our marketing function from scratch and helped reposition us from legacy to leading. She blends strategic vision with tactical speed." – **CEO, Anuvu**

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EDUCATION

New Mexico State University

B.A. Public Relations major

Spanish minor

ORGANIZATIONS

American Marketing
Association

Space and Satellite
Professionals International

Airline Passenger
Experience Association

Colorado Space Business Roundtable

CERTIFICATES

Northwestern Kellogg

Mastering B2B Marketing

Digital Marketing Strategies: Data, Automation AI & Analytics

Hubspot

Software, SEO, & Content

PASSIONS

