Eva Knutsson

Marketing and Customer Growth Leader

Campaign strategy | Customer growth and lifecycle | Marketing operations

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Digital Marketer of the Year 2025 | Women in Digital

I connect customer insight, data and technology to improve how marketing attracts, engages and retains customers. My experience spans campaign strategy, lifecycle and marketing operations across financial services, fintech and global B2B infrastructure. I bring teams together around clear priorities and take a practical approach to AI, testing useful applications and helping teams adopt them.

PROFESSIONAL EXPERIENCE

Megaport

Senior Director, Marketing Operations **Sep 2025 – Nov 2026**

Head of Marketing Operations Aug 2024–Sep 2025

Led a global function spanning demand generation, campaign operations, website, customer lifecycle, marketing technology and lead management. Worked with regional Marketing, Sales and GTM teams to set campaign priorities, allocate investment and improve pipeline progression.

Experience and achievements

- **Built a global function across four regions**, growing from four APAC-based direct reports to six direct reports and one indirect report. Managed agencies, contractors and vendors, and clarified accountability across nine functional areas.
- **Held allocation and spending authority for an AUD $6m operating budget**, including AUD $2.5m in media, setting regional campaign priorities with Marketing and Sales.
- **Identified and led a channel-agent campaign supporting five opportunities worth approximately $1.5m in potential ARR.** Coordinated paid media, digital and content across 40 target accounts, with 10 accounts booking Sales meetings.
- **Led website improvements through the team across campaign pages**, content, forms and calls to action. Between January and September 2026, monthly visits grew 69% across all channels, including paid, and website conversion improved 19.1% relative to January.
- **Led Marketing Operations and GTM enablement following the Latitude acquisition**, prioritising live inbound demand. Unassigned enquiries fell from 15% to 2%, while median first Sales contact fell from two business days to one.
- **Designed and led rollout of a Slack lead-context workflow**, reducing Sales research effort by an estimated 60%. Median first Sales contact fell from four hours to two, while lead-to-meeting conversion increased from 10% to 13% across comparable cohorts.
- **Led design, launch and team adoption of an AI-assisted campaign review tool**. Across 40 campaigns, median review and correction time fell from over 30 minutes to five; repeat correction rounds fell from 35% to 10%, with human launch approval retained.

Athena Home Loans

Head of Marketing Automation Mar 2022–Aug 2024

Led customer communications across acquisition, lending, servicing, broker engagement and support, working across Marketing, Operations and Technology. Managed two direct reports and two indirect reports. Led Salesforce Marketing Cloud from design through rollout and held Lead Product Owner responsibility for SFMC and Intercom.

- **Led customer messaging orchestration and supported additional-lending campaigns generating 15–20 attributed settlements per campaign**, representing approximately AUD $6m–$8m in settled lending.
- **Brought teams together around customer eligibility, message timing and communication priorities.** Overlapping campaign messages fell 45%, from 20% to 11%, while unsubscribe rates declined from 0.40% to 0.25%.
- **Led lifecycle improvements across the lending journey**, with application conversion increasing 2.4 percentage points and Submit-to-Post-Unconditional conversion increasing 1.6 percentage points.
- **Led customer communications and automation addressing repeated servicing work**. Support enquiries fell 21%, while servicing and transactional automation released manual capacity equivalent to around three full-time roles.

StockPay

Head of CRM and Lifecycle Marketing Jul 2021–Feb 2022

Established customer data, CRM, lifecycle communications and digital marketing foundations for a fintech business. Led three direct reports across data, digital marketing and customer communications.

- **Led Salesforce CRM and Braze implementations from design through rollout**, coordinating platform delivery with the website launch and first customer programmes.

Mortgage Choice

Senior Customer Engagement Manager Nov 2016–May 2021

Progressed through Customer Communications Manager, enterprise CRM/MarTech product ownership and Senior Customer Engagement Manager roles. Led customer engagement, lifecycle and owned-channel activity across a national broker network, with three direct reports.

- **Led the First Home Buyer Bootcamp campaign**, which won the MFAA Best Industry Marketing Campaign award.
- **Led Always On and owned-channel strategy**, using customer segmentation, behavioural decisioning and automated journeys. Campaigns achieved 257% of their conversion target, exceeding target by 157%.
- **Identified the predictive retention opportunity, built the commercial case with analysts and led delivery from broker pilot to broader rollout**. The three-month loan-review pilot recorded 132 pre-approved opportunities; the predictive retention programme achieved 4.9% refinance conversion.
- **Identified an underused customer database and developed the nurture business case**. The programme converted 189 records to customers in FY19.

EDUCATION

MBA | University of Technology Sydney
Bachelor of Business | Auckland University of Technology

Data Science Certificate | General Assembly Australia
IAA Diploma in Marketing Communications | Institute of Advertising Communications Training, New York

TECHNOLOGY

CRM and lifecycle: Salesforce CRM, Salesforce Marketing Cloud, Marketo, Braze and HubSpot.
Customer communications and support: Intercom.
Sales insight and workflow automation: Gong, ZoomInfo and Zapier.

PROFESSIONAL DEVELOPMENT

Leadership Beyond the Theory | Jun 2026
Mental Health First Aider | Accredited Aug 2025, valid to Aug 2028

AI training and upskilling | 9x Pro | Sep 2026–present