

NEIL GOLSON

CMO | Building and scaling revenue systems across brand, demand, and sales

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Austin, TX

I've spent 25 years at the intersection of brand and the moment someone decides to act; a \$0.99 Coke from a Home Depot cooler, a \$100,000+ Tesla with solar, a multi-million-dollar parking infrastructure contract. The psychology of trust looks different at every scale. Building systems that convert it into revenue is the through-line of my career.

I lead marketing as an integrated revenue engine connecting brand, demand generation, lifecycle/CRM, product marketing, and sales enablement to drive measurable business outcomes. I've consistently operated as the connective layer between marketing, product, and sales, aligning teams around a single revenue system rather than siloed functions. I do my best work where the stakes are real and brand is expected to earn its place in the P&L.

ENTERPRISE SCOPE & OPERATING SCALE

- \$50M+ brand media investment influencing \$100M+ in performance across a two-sided marketplace (Realtor.com)
- Owned commercial engine buildout from zero → acquisition (Ribbon), hypergrowth from \$5M → \$65M ARR (FlashParking), and scaled enterprise demand systems (Tesla/SolarCity)
- Scaled organizations from 3 → 12 (startup) to 1,500+ (national field + retail lead generation)
- Led category creation, M&A integration, and positioning for a \$300M+ private equity raises at \$1B+ valuation
- Proven ability to translate brand investment into measurable performance gains

SIGNATURE ACHIEVEMENTS

20%

improvement in CPIV on \$150M media system (Realtor.com)

5 Straight

quarters of YoY revenue growth +10% in Q2 FY26 (Realtor.com)

½ Gap Closed

vs. Zillow visit share in 18 months; 3.4× visits vs. Homes.com

33%

U.S. off-street parking share captured at FlashParking

\$300M

private equity raised at \$1B+ valuation (FlashParking)

\$5→\$65M

ARR growth integrating 13 acquisitions (FlashParking)

1,500+

person lead generation org delivering sustained triple-digit growth (SolarCity)

30%+

energy/vehicle attachment rate via integrated retail + digital GTM (Tesla)

26%→37%

SolarCity market share gain; installs grew 3× via field channels

PROFESSIONAL EXPERIENCE

VP, Brand & Creative | Realtor.com

Oct 2024 – Present

Joined to lead brand, creative, and narrative strategy for a 30-year-old challenger brand competing against a category leader (Zillow, 4× outspend) and a well-funded new entrant (Homes.com/CoStar, 10× outspend). Built a brand system anchored in expertise and trust, supported by a \$50M brand media budget and a \$100M performance engine.

- ▶ Delivered five consecutive quarters of YoY revenue growth, including +10% in Q2 FY26 (News Corp earnings); achieved 3.4× visit share vs. Homes.com and closed more than half the gap vs. Zillow within 18 months
- ▶ Led \$50M+ brand media strategy that improved efficiency across a \$100M+ performance marketing engine, delivering a 20% reduction in Cost Per Incremental Visit (CPIV) across \$150M in total media investment
- ▶ Repositioned the brand around expertise and authenticity, attracting higher-value consumers and — for the first time in a decade — improving client NPS, increasing revenue per account, and driving B2B account expansion
- ▶ Owned business case for celebrity investment; negotiated partnership with Reba and launched Effie finalist campaign
- ▶ Align brand, product, and revenue priorities across both sides of a two-sided marketplace (consumer + B2B)
- ▶ Rebuilt a 30+ person internal agency, increasing creative velocity and output quality without proportional cost growth

Head of Commercialization | Ribbon (Seed-stage SaaS)

May 2023 – Oct 2024

Recruited by founder to build the commercial engine from inception in a regulated category; established product-market fit and positioned for acquisition by its largest customer within 18 months. Backed by Silverton Partners and Trust Ventures.

- ▶ Built the full commercial system across marketing, sales, customer success, pricing, and go-to-market
- ▶ Grew ARR to \$1M within 18 months while growing the team from 3 to 12 and standing up end-to-end revenue engine

Chief Marketing Officer / EVP, Marketing & Strategic Partnerships | FlashParking *Sep 2019 – Apr 2023*

Joined founding team to build and scale the full commercial engine during rapid growth, M&A integration, and private equity expansion.

- ▶ Built and led the end-to-end marketing and revenue engine, spanning demand generation, ABM, product marketing, CRM/lifecycle, and sales enablement in close partnership with sales leadership
- ▶ Scaled ARR from \$5M to \$65M+ while integrating 13 acquisitions into a unified product, GTM, and brand architecture
- ▶ Positioned FlashParking as the “Mobility Hub Operating System,” driving category creation and capturing ~33% of U.S. off-street paid parking from <1% share
- ▶ Supported ~\$300M in private equity raises at \$1B+ valuation by translating product, market position, and growth narrative into investor-ready positioning
- ▶ Built integrated GTM across enterprise, SMB, and consumer segments, aligning product, sales, and marketing around a single growth system

Head of Energy Marketing & Sales Operations, NA | Tesla / SolarCity *Apr 2014 – Jun 2019*

Led national marketing, demand generation, and retail go-to-market, aligning partnerships, channels, and field operations into a unified growth engine across Tesla Energy and SolarCity during hypergrowth and post-acquisition integration.

Head of Energy Marketing & Sales Operations, North America (Tesla) *May 2018 – Jun 2019*

- ▶ Achieved 30%+ attachment of home charging, battery, and solar to Model 3 purchases by redesigning the end-to-end retail and digital journey — integrating in-store, field, and online experiences into a single connected system

Sr. Director, Business Development (SolarCity → Tesla Energy) *Apr 2014 – May 2018*

- ▶ Built and led a 1,500+ person lead generation and field marketing organization, driving sustained triple-digit growth while materially lowering customer acquisition costs
- ▶ Designed and scaled SolarCity’s in-store energy retail model across 900+ locations (including 800 stores with The Home Depot), creating the company’s largest physical demand channel
- ▶ Sourced and operationalized national partnerships with The Home Depot, Best Buy, BMW, AT&T, and DIRECTV to unlock demand through brand adjacency and retail distribution
- ▶ Scaled SolarCity market share from 26% to 37%; tripled installs through diversified channel and partnership strategy

Dir, Business Development & Supply Chain / Sr Brand Mgr | The Coca-Cola Company *Jan 2007 – Apr 2014*

Seven years inside one of the world's most iconic marketing organizations, progressing from brand fundamentals to global business leadership and supply chain management for Coca-Cola's largest customer.

Director, Business Development & Supply Chain, APAC / Middle East / Africa *Apr 2012 – Apr 2014*

- ▶ Commercialized a multi-year product and infrastructure roadmap across 10,000+ McDonald’s restaurants in 37 countries; earned McDonald’s 2013 Global 'Benchmark Supplier' and 'Gold Standard' designation.

Senior Brand Manager, Coca-Cola North America *Nov 2009 – Apr 2012*

- ▶ Led brand strategy for Moms and Teens segments, delivering first U.S. market share growth in seven years; orchestrated integrated campaigns across Super Bowl, World Cup, Olympics, American Idol, and NASCAR.
- ▶ Reignited U.S. growth through portion-control packaging and active-living initiatives — driving 25% growth at Walmart and increasing head-of-household permissibility by 5 points.

Brand Manager, Citrus Category: VAULT, Mello Yello, Fanta, Fresca *Jan 2008 – Nov 2009*

- ▶ Delivered three consecutive years of growth outpacing the category for Sprite, Fanta, VAULT, and Mello Yello through culturally relevant partnerships in music, sports, and cause marketing.
- ▶ Fanta digital campaign delivered 15× more video views than any prior national interactive campaign; awarded 'Best in Show' at 2009 MOBI Awards.

General Store Manager | The Home Depot *Feb 2002 – Jul 2005*

- ▶ Full P&L ownership: \$30M in annual revenue, 110,000 sq. ft. store, 65,000 SKUs, 250 employees.

Enterprise Account Manager & Head of Partnerships | Everdream Corp. (acq. by Dell) *Jul 1999 – Feb 2002*

- ▶ Founding employee at venture-backed enterprise SaaS startup (Draper, Fisher, Jurvetson); helped bring one of the first internet-based managed computing platforms to market.

EDUCATION

Master of Business Administration (MBA)
Auburn University

BA, Journalism & Political Science
The University of North Carolina at Chapel Hill