Brad Knudsen

Brand Marketing · Campaigns · Content · Founder of Stoke Lore

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PROFILE

Brand marketer with 10 years of making marketing fun in boring industries. At Scanifly, I lead a team of 3 and run brand, campaigns, content, video, and events for a drone-based design software that sells to solar contractors, an audience that tunes out anything that sounds like an ad. Before that, I was the first go-to-market hire at a biosciences software startup and led a restaurant rebrand that included its own apparel line. I also founded Stoke Lore, a t-shirt and apparel brand side quest.

EXPERIENCE

Director of Brand and Product Marketing · Scanifly

Denver, CO · January 2023 to Present · promoted from Product Marketing Manager to Senior PMM (2024) to Director (2026)

Own brand, campaigns, content, social, events, and partner marketing for Scanifly, the drone-based 3D modeling software used by solar and roofing contractors.

- **Tentpole campaign: Selling With Drones.** Created and led the Selling With Drones blitz, in-person events in Albuquerque, Seattle/Tacoma, and Portland where 20 sales reps per event at key accounts learned to win more deals with 3D drone models. Drove a 120.6% increase in ARR across participating accounts during a multi-year downturn in solar.
- **Brand guidelines and website.** Led the refresh of Scanifly's brand guidelines (visual and verbal identity) and a total rebuild and redesign of scanifly.com. Set the paid social creative direction toward a warmer, more human look.
- **Creative campaign: Death to Sh*t Solar.** Created a month-long October campaign that cast key product features as a classic horror movie parody (The Texas Chain Saw Massacre for tree removal, Scream for transparent pricing, and The Shining for shade analysis and tree modeling), shipped as trailer-style videos, social posts, and emails. The videos drew over 20K impressions on LinkedIn.
- **Podcast: When Life Gives You Lumens.** Launched and produced 18 episodes of an industry podcast that opened integration partnerships with Pipe Solar, Unirac, K2 Systems, SnapNrack, CertainTeed, and IronRidge, worth more than $800K in ARR.
- **Biggest product launch in company history: PrelimDesign.** Led the launch that took Scanifly into remote design for the first time, and used it to reposition the brand as "The solar design platform for quality-obsessed contractors" across the website, sales materials, ads, and events. The launch playbook I built (brief, positioning, email, webinar, sales enablement, social, video) has run every major launch since, including the Scanifly Proposals launch.
- **Competitive campaigns.** Ran a series of campaigns against Aurora, the category leader, that switched over 20 contractors to Scanifly in a down market.
- **Trade shows and events.** Have led Scanifly's event strategy at RE+ and NABCEP for 4 years, covering every RE+ regional show and the flagship in Las Vegas. At NABCEP's flagship conference, helped launch a new hands-on drone training and PV design course. RE+ 2026 includes a drone giveaway, daily partner demo hours, and two co-hosted parties: an electric go-kart "Grand Prix" and an executive dinner with 7 partner brands.
- **Video and team voice.** Host, write, and produce Scanifly's videos across YouTube, LinkedIn, and Meta. Built an organic social program around our CEO's page that has become a top lead gen channel.
- **People leadership.** Managed a team of 3 (one in sales development, one in social media, and a Creative Lead/Designer): set priorities, "player coached", and held the bar on creative quality and brand consistency.
- **Partners and community.** Run co-marketing with Enerflo, Ensite, and the Strong Tail Solar Alliance, and serve on the board of the Residential Energy Association.

Founder · Stoke Lore
Denver, CO · February 2016 to Present

Founded a t-shirt brand inspired by the skate, surf, and ski legends of the 80s and 90s.

- Designed, produced, and sold several hundred t-shirts and beanies under the tagline "For Legends. By Legends."
- Made next to zero dollars in profit, so it was more of a hobby than a business. I still own stokelore.com and the leftover inventory if you're in need of a wildly comfy organic cotton tee.

Head of Go-to-Market (first GTM hire) · Pluto Biosciences
Denver, CO · October 2021 to December 2022

- Co-led the public launch of Pluto's translational data platform with the CEO, growing from $0 to $500K ARR in three quarters at a 28% win rate.
- Owned all marketing communications: positioning, branding, website copy, blog, monthly product newsletter, demo videos, and case studies.
- Ran recurring customer interviews to build personas and sharpen the brand story and messaging.
- Led all in-person events and trade shows in Boston, Denver, and Boulder.

Strategic Account Executive · Nylas
December 2020 to September 2021

- Created Nylas' first Y Combinator partnership campaign, landing 7 new customers in under 6 months at a 32% win rate.
- Hit 106% of quota in Q1 and 128% in Q2 and Q3.

Head of Cannabis Industry GTM, and earlier roles · TrackVia
August 2016 to December 2020

- Launched TrackVia into a new industry as team lead across marketing, sales, implementation, and customer success; built a channel partner program that generated $190K ARR in its first quarter.
- Created the content and campaigns behind the launch: blog posts, e-books, case studies, videos, and product overviews.
- Earlier as Account Manager and Business Development Lead: managed a $3.5M ARR book, generated $550K+ in new ARR, and grew financial services from 2% to 35% of company bookings.

Manager · Osteria & Pizzeria Via Stato (Lettuce Entertain You)
Chicago, IL · January 2013 to August 2015

- Led the rebrand of Pizzeria Via Stato, including the launch of an apparel line and new retail and carryout revenue channels.
- Led a team of 91 and owned menu design, menu content, and digital marketing for both restaurants.

SKILLS

- **Brand:** brand strategy, campaign briefs, integrated 360 campaigns, brand voice and visual consistency
- **In-market:** trade shows and booths, experiential activations, co-hosted events, giveaways, partner programming
- **Content:** video production and hosting, short-form and social, email, editorial and blog
- **Measurement:** GA4, Google Trends share of search, social analytics, HubSpot, campaign recaps
- **Leadership:** team management and coaching, cross-functional project leadership, budgets and vendors
- **Off the clock:** Huckberry customer since 2011, Stoke Lore founder, avid backcountry skier, aspiring "good" surfer, chronic doodler, and commissioner of a college football fantasy league I built an app for (getupitsgameday.com)

EDUCATION AND TRAINING

- **MBA, Marketing and Entrepreneurship** · Daniels College of Business, University of Denver · 2018
- **B.S., Hospitality Management** · Fritz Knoebel School of Hospitality Management, University of Denver · 2012
- **Product Marketing Certified: Core** · Product Marketing Alliance · 2022
- **Certified Product Manager** · Pragmatic Marketing Institute · 2019
- **1st Place, Innovation in Sustainability** · Techstars Startup Weekend · 2018