



Anka Twum-Baah

CMO

About Anka

Anka works with CEOs at financial services, technology, SaaS, travel, and retail companies to drive topline growth, scale and product differentiation through integrated marketing programs, analytics, and holistic go-to-market strategies. With over 25 years of experience within start-up and Fortune 500 companies, Anka has proven success in leading B2B, B2C and B2B2C marketing teams while connecting the efforts of sales, product, engineering, and operations. Anka has deep expertise in customer loyalty/CRM, cards, payments technology, SaaS/Cloud-based solutions, and eCommerce. With extensive marketing and digital experience in Africa, Asia-Pacific, Europe, Middle East & North America, Anka has led numerous market expansions; and has successfully created and optimized marketing organizations globally. Anka continues to advise senior leadership in early-stage ventures and has experience working in PE/VC-backed companies.

How Anka has Helped Businesses Grow

- Evolved loyalty program to blend promotions and experiential benefits, drove enrollment/acquisition growth of 42% YoY, (2.6M yoy acquisition target); driving 64% of continent sales revenue
- Increased credit card spend by 18% in first 6 months by restructuring team to oversee rewards product management and marketing analytics at leading financial services provider
- Drove 172% YoY increase in online traffic, evolving digital channel strategy to include SEO, paid search, and organic for SaaS technology management company
- Managed digital presence including creative design, search/SEO, organic traffic management, product placement, interactive content, and multi-audience campaigns to drive customer acquisition and usage for leading SaaS provider; +112% MoM pipeline growth
- Conducted consumer segmentation analysis leading to creation of revamped messaging, narrative, and campaign development for leading travel company
- Led merchant negotiations with leading telecommunication companies to drive US\$500M in incremental annual card charge volume and profitable promotions across sales channels (both inbound sales and multi-channel marketing)
- Cut new product launch time by 35% with cost avoidance of \$17 million over five years by devising and executing strategy to transform merchant legacy platforms into a new centralized data repository to drive targeted marketing campaigns

Expertise

Industry Experience

- SaaS
- Technology
- Financial Services
- Hospitality/Travel/ Entertainment
- eCommerce
- Retail
- Industrial/Manufacturing

Specialties

- Product Marketing & Launch
- Go-to-Market Strategy
- Loyalty Marketing
- Loyalty Programs & Customer Experience
- Digital Marketing
- Demand Generation
- Brand Positioning & Messaging
- Data Warehousing/Analytics
- International Expansion
- Sales/Marketing Automation/ MarTech
- Content Development
- Strategic Partnerships

Contact Information

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Executive Marketing Experience

- SVP, Customer, Content & Products, Red Ventures (TPG)
- VP, Loyalty & Cobrand Cards, Gap Inc.
- Interim Vice President & GM, Demand, Brand & Digital, Apptio, Inc.
- Head of Product Marketing, Microsoft 365 Enterprise, Microsoft Corporation
- General Manager, Consumer Payment Products, Amazon Company, LLC
- VP, Customer Marketing, Loyalty & Digital Products Asia-Pacific, Marriott International
- Head of International Rewards & Platforms, American Express Company

Education

- MBA, Strategic Management, Economics, Marketing Management, and International Business, The University of Chicago Booth School of Business
- International Management Program, International Business, Economics, Organizational Behavior, The London School of Economics and Political Science (LSE)
- BA, Political Science, Economics, University of Chicago