



MARCY CAMPBELL

Pioneer
DISC Type : DSI

Chief Revenue Officer (CRO) at AppFolio
San Francisco Bay Area, United States

Overview

Marcy Campbell is the Chief Revenue Officer at AppFolio, a seasoned revenue leader with over 30 years of experience scaling businesses in fintech, SaaS, and cloud computing. A graduate of the University of Hartford, she has a proven track record driving growth at global companies like Boomi and PayPal.

Marcy is passionate about building world-class teams and fostering a strong, customer-centric culture. She actively engages in industry discussions, sharing her insights on leadership and technology, and is a mentor for the Cherie Blair Foundation and serves on the board of the Asian University for Women.

She has been recognized as one of the "Most Influential Women in Payments" and a "Top 100 Global Sales Leader".

👉 Personality Overview

Dynamic But Sincere

Decisive But Friendly

Driven But Considerate

They have the unique ability to win both love and respect from their team (or outsiders) They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed If they are convinced, they can become very strong champions for your product

👉 Topics They Care About

Customer Journey

At AppFolio, her role expanded to lead the entire end-to-end customer experience, including sales, onboarding, customer success, and support.

Revenue Growth

As a multi-time CRO for high-growth tech companies like AppFolio and Boomi, she specializes in building and scaling global revenue-generating strategies.

Real Estate Tech

Her current role is focused on delivering technology solutions and AI-driven automation for the real estate industry.

Go-to-Market Strategy

Brings deep expertise in go-to-market strategy to her board member positions at tech companies like Code Climate and NextRoll.

Supporting Women

She serves as a board advisor for the Asian University for Women and acts as a mentor for the Cherie Blair Foundation.

Data-Driven Leadership

Described as a strong advocate for data-driven decision-making in organizational leadership by colleagues and industry peers.



Media Appearances

Marcy has no verified media appearances

Work History

- 8-2024
Chief Revenue Officer (CRO) at AppFolio
- 5-2022 - 1-2024
Chief Revenue Officer (CRO) at Boomi
- 1-2022 - 1-2024
Board Member at Code Climate
- 8-2021 - 9-2022
Board Member at NextRoll
- 3-2021 - 5-2022
Senior Vice President Global Sales, Professional Services at PayPal

Education

- BA History from University of Hartford

More Information

Social Presence :



Prographics :

Exp : **6** Location : **San Francisco Bay Area, United States** Job Level : **Leadership**

Designation : **Chief Revenue Officer (CRO) at AppFolio**

Insights For Selling To Marcy

👉 During A Call Or A Meeting

DO's

- During followups, use calls or text if needed, they should be fine
- Keep your pitch focused on the impact but nurture the relationship too
- Use phrases like 'your decision will', 'you will impact' etc.

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't hesitate from asking questions or pushing them, but take a formal approach
- Don't be very informal during the early interactions even if they are being so themselves

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Marcy, this is Ayush at Humantic AI.

Opener: In 30 seconds if I could share how you can ship product 3x faster this year, can I go for it?

Introduction: We are the first ones to build an AI-powered DevSecOps platform that's revolutionizing what Technology teams can deliver.

Ask: Can I put 15 minutes on your calendar to show you how this completely changes your shipping velocity?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Marcy is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Marcy

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

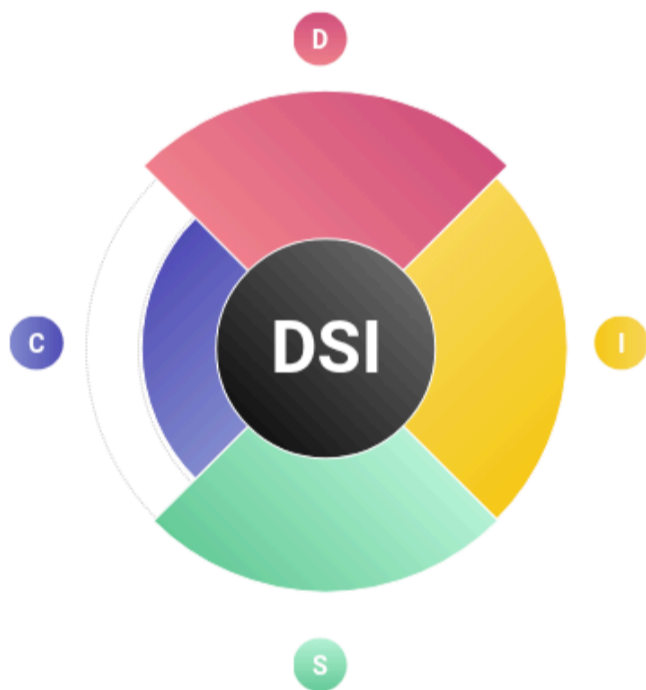
How Fast (Or Slow) Will Marcy Move?

- *They are generally fast movers and can take quick decisions*

Can Marcy Take Some Risk Or Not?

- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

DISC Profile : Marcy's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.