

OLIVER SHIEL

PARTNER & FIELD MARKETING LEADER · ETHICAL, HUMAN-CENTRED DESIGN · MISSION-DRIVEN

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PROFESSIONAL SUMMARY

Irish-born, Barcelona-based marketing leader with 14+ years shaping strategy for technology products across SaaS, AI and nonprofit technology. Drives growth through data-led strategy, engaging content and end-to-end campaign execution for technical audiences. Makes complex technologies useful through clear positioning and authentic, mission-driven storytelling. Results include €8M+ in pipeline at Access Group, \$1M+ from Salesforce's EMEA Nonprofit Pulse and 3,000+ nonprofit leaders reached through the Digital Fundraising Bootcamp. Technically fluent and hands-on with advanced AI tools. Brings creative storytelling, market strategy and cross-functional collaboration to technology organisations solving meaningful problems.

CORE SKILLS

GROWTH & PERFORMANCE

ABM · B2B funnel architecture · Content-led pipeline · Email, PPC & paid social

CONTENT & CREATIVE

Podcasts · Email journeys · Research reports · Multimedia · Thought leadership

CROSS-FUNCTIONAL

Product, engineering & marketing alignment · GTM strategy · Event leadership

CREATIVE TECH

Adobe Creative Suite · Final Cut Pro X · SQL · Data visualisation

PRODUCT MARKETING

Complex-technology positioning for technical audiences and decision-makers

AI FLUENCY

Claude · ChatGPT · Gemini · AI strategy, implementation & governance · Privacy-conscious adoption

TOOLS & PLATFORMS

Salesforce · HubSpot · Google Analytics · SEMrush · LinkedIn Campaign Manager · Figma

MARKETS

EMEA · Nonprofit & NGO · Social impact · Privacy-conscious and regulated sectors

PROFESSIONAL EXPERIENCE

Founder | Purpose Powered AI | Barcelona

Jul 2025 - Present

AI strategy and implementation consultancy for nonprofits and mission-driven organisations across Europe, making AI useful through practical, privacy-conscious frameworks.

- Advise nonprofits on AI and automation without the hype, using practical tools to reduce administration and improve efficiency.
- Developed AI Readiness Assessment tools and interactive lead magnets that educate prospects on governance while generating qualified pipeline.
- Manage Google Ad Grants and campaign development, alongside impact-reporting foundations that support funding applications.
- Selected as a UN Volunteer supporting design and visual communications for an upcoming UNDP report, contributing pro bono expertise to global development work.

Senior Manager, Field Marketing | Salesforce | Europe (Remote)

Jul 2017 - Sep 2025

Eight years leading EMEA go-to-market strategy and campaigns for Salesforce's nonprofit vertical, with a focus on innovation, sustainability and responsible AI adoption.

- Achieved the strongest EMEA performance within the nonprofit marketing team for two consecutive years, culminating in 50% year-on-year growth in FY25.
- Led the NGO team's GTM strategy across event and digital channels, delivering multi-channel campaigns that accelerated engagement and revenue growth.
- Launched the Digital Fundraising Bootcamp, an automated email journey reaching 3,000+ nonprofit leaders with an average 30% open rate.
- Produced Gaming for Good with support from Salesforce Studios, reaching 8,000+ global streams and 3,000+ guide downloads.

- Co-authored the EMEA Nonprofit Pulse Report, Salesforce's strongest-performing European nonprofit content programme, generating \$1M+ in pipeline.
- Directed Salesforce's support of the GivingTuesday movement for six consecutive years, helping establish and grow the European hub.
- Served as Event Lead for the International Fundraising Conference 2024 and received Business Partner of the Quarter in Q3 2024.
- Led EMEA account-based marketing for United Nations and SDG-aligned organisations, building partnerships that expanded campaign reach across Europe.

Digital Content & Marketing Lead | Access Group (formerly CoreHR) | Ireland & UK
2016 - 2018

- Built a research-led content strategy that established market relevance in HR technology through thought leadership and multimedia campaigns.
- Generated €8M+ in pipeline through content-led demand generation.
- Increased social engagement by 434%, doubled website traffic and reduced cost per lead by 60%.
- Led The State of Digital HR in 2017 in partnership with Sheffield Hallam University.

Guest Lecturer - Creative Agencies | European Institute of Communications
Jun 2018

- Delivered in-person training on digital storytelling, SEO and content strategy to 200+ professionals.
- Built youth-focused social and content campaigns, including work with CollegeTimes.ie, contributing to high-engagement and viral audience growth.

RECOGNITION & AWARDS

2024 Business Partner of the Quarter - Salesforce (Q3)
2023 & 2024 Top Global Nonprofit Campaign - Salesforce
FEATURED Gaming for Good - Salesforce Studios

EDUCATION & CERTIFICATIONS

2025 AI Strategy in Business - MIT Sloan School of Management
2025 Data Visualisation & Storytelling - MIT Sloan School of Management
2024 Salesforce Certified AI Associate - Salesforce Trailhead
2020 Diploma in Leadership & Management - University College Dublin
2019 Diploma in Digital Strategy & Planning - Digital Marketing Institute
2010 BSc (Hons) Marketing - Technological University Dublin