



# John Zeren Appointed Senior Vice President of Marketing Technology at Walk West

*Seasoned technology and marketing executive to lead enterprise-wide martech and automation strategy*

RALEIGH, NC, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- Walk West, an AI-fluent, human experience agency in the North Carolina Research Triangle region, announces the appointment of John Zeren as senior vice president of Marketing Technology. In this new role, Zeren will spearhead the unification of marketing technology, data and automation initiatives.

Driven by Zeren's expertise, Walk West's marketing technology strategy will deliver smarter, more efficient campaigns that are tailored to clients' goals and built for long-term success. His appointment reflects the agency's ongoing investment in data-driven growth, innovation, and a future-ready marketing infrastructure.

"John brings a rare blend of deep technical expertise, strategic vision, and an unwavering passion for client success," said Greg Boone, CEO at Walk West. "His ability to simplify intricate technologies and implement scalable, high-performing platforms ensures that clients not only stay ahead in an evolving digital landscape but also see real, measurable improvements in their marketing outcomes."

Zeren has led cross-functional teams of up to 200 members, contributing to organizational growth that expanded billing capacity from approximately \$7 million to \$50 million. With a leadership approach rooted in efficiency, long-term scalability, and high performance, he will position Walk West as a leader in delivering web and mobile application solutions with an emphasis on accessibility, innovation, and user experience.

One of Zeren's strengths centers on over two decades of experience at the intersection of software engineering, business leadership, and marketing strategy. He has also played a key role in multiple successful mergers and acquisitions, focusing on post-acquisition integration, technology alignment, and strategic enablement.

"I'm passionate about building systems and teams that last. Walk West is not just chasing the next tech trend; it's aligning strategy, automation, and creativity in ways that scale and perform over time," said Zeren. "I'm committed to making technology accessible and usable, empowering small businesses, elevating marketing performance, and mentoring the next wave of marketing

tech leaders. My focus is on sustainable innovation that creates immediate value – that’s where the real opportunity lies, and I’m excited to lead MarTech efforts at Walk West to seize it.”

Zeren comes to Walk West after serving as vice president of engineering for Hello Alice. He led important work, including modernizing the platform stack by leveraging modern front-end frameworks, identity management tools, and other marketing technologies for traffic and transactions at scale. Zeren also helped pioneer the company's AI strategy, provided access to capital for small business owners through in-app loan applications and the Hello Alice-branded credit card, and used data-driven techniques to create personalized experiences based on real-time SMB needs.

Earlier, Zeren held positions building solutions across CMS, ecommerce, content supply chains, and multi-channel marketing delivery, including roles as senior vice president, vice president, senior director, director, and senior manager.

Zeren has extensive experience in digital transformation, platform modernization, scalable martech architecture, and post-acquisition technology integration. A recognized thought leader in martech and AI adoption, Zeren recently shared insights at the 2024 AI Summit in New York. He is also an active contributor to the SMB and startup communities, regularly participating in webinars, live events, and mentoring initiatives aimed at empowering the next generation of marketing and technology leaders.

#### ABOUT WALK WEST

Walk West is an AI-fluent, human experience agency that blends innovation, technology, creativity, marketing, and communications to craft experiences that resonate with both people and machines, ensuring clients and partners are seen, heard, and recognized for maximum impact. We are a growth acceleration agency driving engagement transformation for top brands, such as Raleigh-Durham International Airport, Lenovo, State Employees’ Credit Union, NC Courage, Deutsch Family Spirits and Wine, and many more. Experience the Walk West difference at [walkwest.com](https://walkwest.com).

For media inquiries, please contact: Kia Bell, [kbell@walkwest.com](mailto:kbell@walkwest.com).

Cate Gallagher

Walk West

+ 16095771535

[email us here](#)

Visit us on social media:

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/811169438>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.