

Influential Women Spotlights Heidi Malden: Global Marketing Executive Driving Growth, Innovation, And Revenue Transform

SAN FRANCISCO, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Head of Americas Marketing at Pigment Brings More Than 20 Years of Experience in Demand Generation, Strategic Marketing Leadership, and Building High-Impact Growth Organizations

San Francisco, California – Heidi Malden is a global marketing executive with more than 20 years of experience leading growth, revenue marketing, and demand generation strategies across Fortune 100 technology companies and high-growth SaaS organizations. Known for her ability to connect marketing strategy directly to business outcomes, she has built a distinguished career focused on pipeline generation, brand development, strategic partnerships, and creating scalable marketing organizations that accelerate revenue growth.



Heidi currently serves as Head of Americas Marketing at Pigment, where she leads the regional marketing organization across North America with a focus on generating pipeline, strengthening market presence, and developing the strategic relationships needed to drive long-term business success. Her work spans account-based marketing (ABM), partner marketing, integrated demand generation, and revenue-focused marketing strategies designed to align marketing execution with sales performance and measurable business impact.

Throughout her career, Heidi has developed a reputation as a strategic leader who understands how technology transforms businesses and how marketing can serve as a catalyst for meaningful change. Her approach combines analytical thinking, creativity, operational discipline, and a deep understanding of customer needs to build programs that deliver sustainable

growth.

Heidi began her professional journey as an accountant at Arthur Andersen, where she spent nearly five years working across audit and business consulting. While she valued the analytical foundation that accounting provided, she recognized that the retrospective nature of the field did not align with her passion for forward-looking business strategy and innovation.

That realization prompted Heidi to make a significant career transition into marketing. She began developing her expertise through partner marketing and field marketing roles, gradually advancing into leadership positions where she could combine strategic thinking, market insights, and business development. Her ability to understand both financial performance and customer engagement became a unique advantage as she built her career in technology marketing.

Before joining Pigment, Heidi held key leadership roles at organizations including Qlik and Freshworks, where she built and scaled marketing teams responsible for driving pipeline growth, expanding market reach, and supporting significant revenue growth across global markets. Through these experiences, she developed a strong understanding of how businesses adopt emerging technologies and how marketing leaders can help organizations navigate periods of transformation.

Earlier in her career, Heidi worked with a business analytics company at a time when analytics was still viewed by many organizations as an optional capability rather than a critical business function. Watching analytics evolve into an essential component of modern decision-making shaped her perspective on technology adoption and innovation. Today, she sees a similar transformation occurring with artificial intelligence.

At Pigment, Heidi has embraced the evolution of AI and is helping position the company as a leader in AI-powered financial planning and business performance management. In her role, she focuses not only on immediate pipeline and revenue contribution but also on strengthening brand recognition, developing strategic market positioning, and creating the foundation for long-term growth.

Heidi attributes much of her success to the influence of her mother, who was a single parent determined to create a different future for her family. Her mother taught her that success is not about always having every answer—it is about having the confidence, curiosity, and determination to find the answer.

That mindset continues to influence Heidi's leadership style today. Her willingness to step outside her comfort zone, embrace uncertainty, and pursue solutions through persistence and creativity all stem from the example her mother provided.

The best career advice Heidi has received is that successful people are not necessarily those who always know the answer; they are the ones who know how to find it. This philosophy has shaped

how she approaches challenges throughout her career.

She believes growth comes from diligence, perseverance, curiosity, and the ability to remain committed even when the path forward is unclear. Some of the most defining moments in her professional journey have been the situations requiring deeper exploration, new perspectives, and creative problem-solving. For Heidi, success is built by navigating uncertainty with confidence and trusting that persistence will lead to solutions.

As a leader in the technology industry, Heidi is also passionate about encouraging women to recognize their value and embrace leadership opportunities. Her advice to women entering the industry is to remember that they have earned their place at the table.

She believes many women underestimate their qualifications by questioning whether they truly belong in professional spaces. Heidi encourages women to trust their experience, recognize the value of their perspectives, speak with confidence, and avoid waiting for external validation. When they are invited into the room, they have already earned the opportunity to contribute.

Looking ahead, Heidi sees artificial intelligence as one of the most significant opportunities shaping the future of marketing and business. She believes AI has rapidly evolved from a technology viewed with curiosity and caution into a fundamental capability that will influence how organizations operate, compete, and grow.

The greatest opportunity, in her view, is not simply adopting AI tools, but strategically integrating AI into business operations to improve decision-making, increase efficiency, and create more personalized customer experiences. Similar to the evolution of analytics, AI is becoming an essential component of successful organizations.

For Heidi, however, technology must always remain connected to humanity. The value she considers most important in both her professional and personal life is empathy. She believes that behind every business decision, innovation, and interaction are people with unique experiences, challenges, and needs.

Through her leadership, Heidi strives to build genuine relationships, listen actively, and create meaningful impact beyond measurable business results. Giving back through community involvement and global initiatives remains an important part of her personal mission.

As technology continues to evolve, Heidi Malden believes the ability to connect with others, lead with compassion, and maintain a strong sense of humanity will remain the foundation of lasting success. Through her strategic vision, innovative mindset, and commitment to empathetic leadership, she continues to make a meaningful impact on the future of marketing and business transformation.

Learn More about Heidi Malden:

Through her Influential Women profile, <https://influentialwomen.com/connect/Heidi-Malden>

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