



George Andre Bobvos

B2B SaaS Growth Marketer

10+ years in growth marketing, most of it in B2B SaaS, most recently at Surfe, after starting out at Suitsupply and later running my own consultancy, AcePlace. I care about the story behind the numbers, not just the numbers themselves, a mindset I picked up playing basketball semi-professionally long before I ever looked at a dashboard.

Contact

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Education

University of Groningen

MSc in Marketing Management

2018 - 2019 — GPA: 8/10

Hotelschool The Hague

BBA of Business Administration

2009 - 2013 — GPA: 7/10

Skills

Top Skills

- Product-Led Growth (PLG)
- Product Marketing
- Lifecycle Marketing
- Account Marketing
- Marketing Automation & CRM

Tools

- Demand Gen & Outbound
- Lifecycle & Email
- CRM, Automation & Ops
- Data, Analytics & Reporting

Languages

- English (Native)
- Hungarian (Native)
- Spanish (Fluent)
- French (Fluent)
- Dutch (Fluent)
- Serbian (Fluent)
- SQL, HTML, & CSS (Fluent)

Recent Work Experience

Product & Growth Marketing Lead, Surfe

Dec 2024 — Present

- Own the full lifecycle motion, unifying self-serve PLG and enterprise sales under one product-led signal model
- Built the multi-stakeholder campaign system AEs and BDRs run on today, a persona-based onboarding motion, and ABM at scale
- \$1M+ in quarterly pipeline from outbound, self-serve onboarding on pace for \$250K+ ARR/quarter, across 50,000+ users

Fractional Head of Demand Generation, Gravity & Triple8

March 2021 — October 2024

- Led demand gen across Gravity's client portfolio
- Scaled Triple8 from launch to Dutch market leader, then into English, Spanish, and German markets
- 31% average yearly ARR growth and 100%+ average yearly client base growth across 4 live markets

Founder | Fractional Growth Manager, AcePlace

Jan 2021 — Dec 2024

- Embedded as fractional Growth Manager across a portfolio of B2B SaaS clients, running teams of 2 to 8
- Built the full growth stack per client: ICP, demand gen, lifecycle, CRM, reporting
- Standout engagements grew ARR as much as 47% and qualified leads 104%

Marketing Analyst, Suitsupply

March 2016 — June 2021

- Supported upper management in establishing the E-commerce department
- Built marketing data infrastructure and led omnichannel digital strategy
- Contributed to 25% annual growth

A decade, in numbers

- 10+ years in growth and lifecycle marketing, agency and in-house
- 20+ B2B clients served, from seed-stage SaaS to enterprise
- 4.3x average ROAS on paid programs with full-funnel attribution
- 3.2x blended marketing ROI on measured campaigns
- 25%+ of closed-won ARR attributed to marketing, in tracked quarters

[LinkedIn](#) for more!

References available upon request