
Christopher Aiello

Washington, DC 20001

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(518) 610-0160

PUBLIC SECTOR MARKETING LEADER – CYBER, AI, QUANTUM, EMERGING TECH

Public sector marketing leader with 15+ years of experience shaping go-to-market strategy and integrated campaigns for complex technologies. Built a career at GDIT translating cyber, AI, cloud, quantum, and emerging tech into clear, credible narratives that support mission outcomes and revenue growth. Experienced operating across matrixed organizations to align product, sales, leadership, and partners around shared priorities. Holds an MS in Management with a focus on marketing and product development.

Core Competencies

Go-to-Market Strategy • Public Sector & GovCon • Partner & Alliance Strategy • Messaging & Positioning
Sales Enablement • Executive Thought Leadership Content • Integrated Campaigns
Cross-Functional Leadership • Industry Events & Engagement • Marketing Operations & ROI

EXPERIENCE

GENERAL DYNAMICS INFORMATION TECHNOLOGY (GDIT)

August 2021 – Present

Senior Marketing Manager for Technology, Solutions, and Partner Marketing

Falls Church, VA

- Collaborated with technical experts, marketing agencies, and customer-facing teams to design and execute strategic go-to-market plans for GDIT's technology solutions and partnerships, enhancing alignment with business growth goals and technical capabilities in AI, cyber, quantum, and cloud.
- Spearheaded the development and execution of comprehensive research reports on quantum, zero trust, 5G, emerging technology, and AI, overseeing all phases from conceptualization to analysis and final publication. Led robust launch campaigns that significantly enhanced customer engagement with research reports, drove hundreds of thousands of website visits, generated over 100 new articles, and elevated GDIT's brand position in key technological domains.
- Pioneered the marketing strategy and execution for GDIT's Digital Accelerators, transforming government-focused technology solutions into branded products. Led solution naming, website content, and comprehensive marketing collateral, and orchestrated a multi-channel launch across airport advertising, radio, digital, press, and thought leadership. The platform continues to support major pursuits and has contributed to more than \$4B in awarded and pipeline business.
- Directed partner marketing initiatives with major tech companies including Google, Microsoft, AWS, Splunk, CrowdStrike, and IBM, securing over \$3M annually in partner investments. Collaborated on targeted marketing campaigns that aligned with strategic growth areas, significantly bolstering GDIT's reputation and business development efforts.
- Led GDIT's entry into quantum and post-quantum cryptography markets, positioning the company at the forefront of these critical technological advancements ahead of competitors.

TRANSDEV (\$9B public transport company)

June 2015 – December 2020

Marketing Manager (January 2017–December 2020)

Washington, DC

Marketing Coordinator (June 2015–January 2017)

- Developed integrated marketing and communications strategies across the business, engaging audiences and positioning the company as a leader in multimodal transportation solutions, safety, maintenance, passenger experience, technology, and operating performance.
- Oversaw integrated digital and print marketing projects from conception to completion, implementing strategic solutions to improve internal and external communications. Key projects include the following:
 - Headed new company news intranet project, integrating WordPress with the company's single sign-on, Active Directory, and SharePoint to improve internal communications across a decentralized organization. This site was accessed by 3,500 employees across 80+ operations in the United States.
 - Directed launch of Transdev Connect, Transdev's app for 15,000 frontline employees. This provided access to scheduling information, enabled time-off requests, and delivered news updates. Collaborated with cross-functional teams, creating app design and rollout materials.
 - Led the development of a news hub, providing access to news for 15,000 frontline employees.
 - Managed www.transdevna.com on WordPress platform, conducting research, rewriting content, and creating a new design at a significantly lower cost than originally projected by leadership. The new platform reduced costs to maintain and update the site by \$90K in the first year alone.

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VERIZON

July 2014 – May 2015

Digital Content Producer (contractor)

Washington, DC

- Managed and prepared monthly and quarterly public relations and media dashboards, measuring the reach of marketing efforts and providing insights to leadership.
- Designed infographics to demonstrate Verizon's corporate social responsibility (CSR) effectiveness, illustrating company's goal of giving back to communities while strengthening brand reputation.
- Oversaw external agency that developed larger CSR report, ensuring effective communication.
- Created e-mail templates to share press releases and event announcements.
- With the CSR marketing team, developed communications programs that showcased Verizon's healthcare, energy, and education initiatives.
- Wrote and designed new print campaign titled "Better Together" for Verizon advertisements in CSR publications.

BOWIE GRIDLEY ARCHITECTS (architecture firm)

September 2013 – July 2014

Marketing Coordinator

Washington, DC

- Wrote multimillion-dollar winning proposals and presentations for services in response to request for proposals (RFPs) for architectural services from private and public institutions.
- Collaborated with principal architects and outside stakeholders, managing tight deadlines and assembling information from all personnel to develop proposals.

GROW SALES INC. (boutique marketing agency)

January 2013 – August 2013

Marketing Associate

Columbia, MD

- Developed marketing solutions, leveraging full websites and digital/print marketing materials for companies in the technology industry.

ENVIVA LP (renewable energy company)

May 2011 – December 2012

Marketing Assistant Manager

Bethesda, MD

- Designed portfolio of marketing and brand collateral, including a new website, mass e-mail templates, and social media content, driving brand awareness during transition from startup to rapid growth.
- Storyboarded and prepared all customer and executive presentations, ensuring targeted and consistent messaging in sales pitches and brand building.

EDUCATION & CERTIFICATION

- **Master of Science in Management** with a concentration in marketing and new product development, Rensselaer Polytechnic Institute, Troy, NY
- **Bachelor of Science** in business management, Rensselaer Polytechnic Institute, Troy, NY
- Global Project Management Program Certification, Transdev, Lombard, IL

ADDITIONAL INFORMATION

- **Technical Skills**
 - Marketing Platforms: Salesforce (CRM), Mailchimp, Constant Contact
 - Content & Web: WordPress, Contentful (CMS), basic HTML/CSS familiarity
 - Digital Advertising & Analytics: LinkedIn Ads (including geo-targeting and geo-fencing), Google Ads, Google Analytics
 - Creative & Media: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Apple Final Cut Pro
- **Volunteerism:** Human Rights Campaign, American Cancer Society