

LEX TORRES

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AI-Native Brand and Marketing Executive | B2B SaaS, Fintech, Cybersecurity, and Consulting

SUMMARY

B2B marketing leader with 12+ years directing brand, creative, content, and go-to-market strategy across fraud prevention, fintech, cybersecurity, and several other emerging technologies. Led 5+ brand refreshes and strategic reorientations, including the BioCatch rebrand that preceded 150% first-year ARR growth, a \$145M Bain Capital investment, and a \$1.3B acquisition. A true hybrid business & creative operator who sets the strategies and directs the teams that successfully execute them.

EXPERIENCE

Polaris Partner Group

June 2024 - Present

Head of Marketing / Marketing Engagement Lead

Advises B2B clients on go-to-market strategy, brand marketing, product positioning, creative, content, and digital execution, reporting performance directly to founders, investors, and senior stakeholders. Client sectors include AI and machine learning, quantum computing, digital identity and authentication, cybersecurity and fraud, payments, iGaming, and multimedia.

- Led the full rebrand of a quantum encryption company, covering naming, visual identity, messaging architecture, and audience-tier strategy through go-to-market launch.
- Launched the rebranded company's new website, sitemap, and complete go-to-market funnel, including Salesforce integration and customer outreach infrastructure.
- Built brand and product research foundations including messaging pillars, competitive positioning, and audience segmentation across three market tiers: investors, thought leaders, and pilot customers.
- Serves as Chief Storyteller for an AI startup in the Polaris portfolio, owning brand, narrative, and market positioning ahead of public launch.
- Operates an AI-assisted engagement model across concurrent clients, combining automated market and competitive research, AI-supported content and creative production, and custom internal tooling to deliver senior-level output at consultancy speed.

Sift (Formerly Sift Science)

August 2023 - April 2024

Director, Brand Marketing

Led brand, creative, and web development teams; built the metrics framework and roadmap to reposition Sift and its platform for market leadership in digital fraud prevention.

- Researched, defined, and launched a global brand and go-to-market refresh spanning a new design language, website experience, and sales enablement materials, following competitive whitespace analysis against Forter, Kount, SEON, and Riskified.
- Drove a 90% increase in engaged user website sessions and a 12-point gain in overall brand impact score.
- Delivered 5x ROI on branded events through a cohesive regional event strategy.
- Named and launched FIBR, an industry fraud benchmarking product, as a distinct sub-brand with its own visual identity, product page, and recurring social content series.
- Built the largest booth activation on the MRC conference trade floor to launch the new brand identity, alongside a custom branded game designed to drive targeted floor engagement.

Outseer (an RSA company)

August 2021 - January 2023

Marketing Director, Brand and Content

Reported to the C-suite and owned all brand, content, and digital experience for the newly spun-off Outseer brand, which consolidated RSA's fraud and payments security portfolio.

- Increased brand salience 1700% through a global omnichannel campaign, Stop Fraud Not Customers, spanning Times Square and NYC and London outdoor placements, addressable streaming, national broadcast, and a two-year MLS sponsorship with the San Jose Earthquakes.
- Drove a 300% increase in digital conversion and a 250% increase in web traffic post-launch; the campaign delivered 2.7M streaming impressions and 40% growth in social engagement.
- Industrialized the web development and digital experience roadmap, producing 25% growth in monthly page visits and three new interactive demo experiences.

- Directed the Outseer Magic Wall, a live interactive platform architecture experience used to walk prospects through the full product portfolio.
- Launched Outseer Lens, a monthly video series deployed with channel-specific strategies across LinkedIn, Facebook, Instagram, TikTok, and YouTube.

BioCatch

August 2019 - August 2021

Director, Brand Marketing

Owned brand definition, competitive differentiation, and product-market positioning for a behavioral biometrics pioneer, leading a hybrid team of internal operators, vendors, and freelancers.

- Delivered a full brand refresh covering visual identity, competitive positioning, channel-specific content, and a comprehensive style guide and brand book; the rebrand preceded 150% first-year ARR growth and more than 400% valuation growth.
- Rebrand period coincided with a \$145M Series C investment led by Bain Capital and more than 30 new enterprise logos.
- Rebuilt BioCatch.com as a flagship website on HubSpot CMS with updated UX, copywriting, resource library, and multimedia content.
- Company was named Overall Leader in fraud reduction by KuppingerCole during tenure; BioCatch was acquired in 2024 at a \$1.3B valuation.

Capco

May 2014 - August 2019

Senior Digital Consultant

Founding member of Capco's New York Digital design practice, promoted from Digital Associate to Digital Consultant to Senior Digital Consultant across five years. Advised tier-1 financial institutions and fintech providers on experience, content, product, and learning and development programs. Facilitated UX design thinking workshops with global banks and taught 15+ sessions per year on design principles, UX/UI, and sales storytelling.

- Grew Digital Studio sales 300% in final year while serving as strategy and creative lead on internal sales initiatives.
- Scoped, sold, staffed, and delivered video-based e-learning for tier-1 banks, including 23 training videos in three months for a single engagement, which scored 4.75 out of 5 on effectiveness.
- Directed production of 11 Financial Advisor Platform launch videos in 15 weeks; the platform launch was featured on Bloomberg.

SKILLS

Brand and Creative: Brand strategy, brand management, brand architecture, visual identity, logo development, naming, creative direction, art direction, design systems, style guide development, copywriting, content strategy, video production, motion graphics, presentation design, Adobe Creative Suite, Figma

Marketing and Go-to-Market: Go-to-market strategy, product marketing, product positioning, messaging architecture, audience segmentation, persona development, competitive analysis, market research, lead generation campaigns, sales enablement, integrated marketing communications, event marketing, experiential marketing, social media marketing, SEO, thought leadership

AI Workflows: Claude, Claude Code, ChatGPT, Otter.ai, Adobe Firefly, Figma AI, Slack AI Integration, Clay, Lovable, Fireflies.ai, Gong, Gemini Nano Banana, Midjourney

Platforms and Analytics: HubSpot CMS and CRM, Salesforce, WordPress, Google Analytics GA4, Google Search Console, Asana, Confluence, Basecamp, Slack, Monday.com, Microsoft Office, Google Workspace, Keynote

Leadership: Team leadership, cross-functional leadership, stakeholder management, executive communication, campaign budget management, vendor selection and management, agency management, coaching and mentorship, client consulting

EDUCATION

Bachelor of Science, Advertising Communications - St. John's University, Queens, NY (2013)

Minor concentration: Television and Film Production