Nate Dame

SEO and AI Organic Growth Leader for B2B Technology Companies

Primarily Remote from Lake Geneva, WI (adjacent to Chicago + Milwaukee)
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16 years
leading organic growth

83%
below the cost of paid search

70x
the industry content hit rate

10x
traffic for a division at Adobe

SUMMARY

Sixteen years building organic search and, recently, AI visibility, into a thriving acquisition channel for B2B companies including Adobe, Skedulo, Airtable, Ribbon, Algolia, Outreach, and Atlassian.

- Consistently delivered **C-suite and board-level headline impact** including:
  - 83% cost savings (and more).
  - Content program that reliably outperformed industry benchmarks by 70x.
- Delivered results from **seed through Series E**, through **acquisitions** and **pre/post IPOs.**

Closing the consultancy in 2026 to lead pipeline growth from SEO and/or the AI space inside one company.

CORE COMPETENCIES

AI visibility (AEO/GEO/etc.) for business expansion, SEO growth strategy, enterprise and technical SEO, editorial and content operations, demand generation, ABM, sales leadership, team building, P&L ownership, executive stakeholder management.

PROFESSIONAL EXPERIENCE

Profound Strategy

Managing Director and Principal 2010 to 2026

B2B SEO, AI, and content consultancy, founded and owned. 35 employees at peak. Clients in enterprise software, HR tech, financial services, and more, pre-revenue to multi-billion-dollar companies, seed thru acquisition and IPO.

- Built organic search into a durable, growing, high-ROI acquisition channel: growth forecasted a quarter ahead, costed against other channels, measured in pipeline and revenue impact, owned strategy through execution.
- Ran the firm's own marketing, sales and services teams, including ABM, partner programs, field marketing, and demand generation. Grew annual bookings 7x in 3 years, increased average deal size 4x, and generated seven figures in new business pipeline annually.

MARKETING IMPACT

- A meta analysis of 12 brands over four years revealed that B2B buyer clicks from our programs cost 20 to 50 cents (against $3 to $18 on paid search), with one program reaching **4 cents per in-market click.**
- More than tripled brand mention rate in Google AI answers in under a month, 8% to 25%, and lifted citation share against tracked competitors from 28% to 44%, moving from third to second in the category.
- Raised correct product attribution in AI answers from **10% to 59% on non-branded buyer questions.**
- Took newly published pages from zero to cited in Google AI answers within four weeks of publication.
- Developed a content model with a repeatable hit rate north of 70%, roughly **70 times the industry norm of 1%.**

REVENUE IMPACT

- Produced content generating roughly **40% more MQLs per asset** than all other content on the site, at a 33% higher organic lead rate.
- Drove 8 figures in attributed sales opportunities and **1,000s of inbound leads per year** for clients from organic search.

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- Repriced and renegotiated engagements through leadership changes, priority shifts, and market swings, holding internal margins without losing client relationships.
- Owned consultancy P&L, hiring, and delivery across hundreds of engagements, renewed 9 of every 10 first engagements, and regularly presented organic strategy and results directly to CMOs, CROs, and boards.

SELECT ENGAGEMENTS

- **Adobe:** led a three-year embedded search and content engagement that **grew a division's subdomain traffic 10x,** with only 200 pages produced driving 92% of that traffic.
- **Atlassian:** turned isolated wins into a repeatable program and won the number one organic ranking for "agile" after years of internal and agency attempts had failed.
- **Splunk (Cisco):** led search intelligence and certified content across IT operations and cybersecurity with the global digital marketing team.
- **Achievers:** moved acquisition from $16 per click on paid search to $0.05 per organic session.
- **Skedulo:** grew organic sessions 68% in year one and 580% in year two, **reaching 1,900% above baseline by year three.**
- **Talend:** grew unbranded organic traffic 199% over two years, with more than ten pieces of content that dominated their respective rankings.
- **Airtable:** ran a three-year program delivering bespoke research and content assets at scale to a demanding in-house team, 168 research and outline packages in the final year alone.
- **Sumo Logic:** grew organic sessions about **300% in six months.**
- **Marketo:** chosen by the co-founder as Marketo's SEO partner and ran the program for five years, also co-authored the company's guide to SEO and PPC.
- **HireRoad, formerly Acendre:** led a complex, high-risk migration and rebrand across multiple domains and brands. Traffic **never declined** (as with every migration Profound Strategy led over 16 years) and ran 14.5% above forecast at one year.

Other clients included Jobvite, Outreach, Algolia, Demandbase, BambooHR and Zuora.

Syllabus
Founder — 2022 to 2025

SEO platform for rank-signal analysis and content performance in AI search. Spun out of the consultancy.

- Built the platform from internal tooling to public beta in January 2024, cutting analysis time on live programs by 50% to 90%.
- Defined and published the rank-signal research the product was built on.
- Closed the company after the beta did not find sufficient product-market fit.

EARLIER EXPERIENCE

Called to Youth Ministry, Founder and President, 2009 to 2013.

National nonprofit youth organization, Strategic Gifts Manager, Donor Development, 2008 to 2009.

Advanced Automation, Business Development Manager, 2006 to 2008.

National nonprofit youth organization, Content Development & Research, 2002 to 2006.

EDUCATION

Regent University, BS, Organizational Leadership and Management, 2007.

BOARD AND ADVISORY

Inspiration Ministries, Board Member, 2015 to 2018.

SIIA CODiE Awards, Judge, 2018 to 2020.

SPEAKING AND PUBLICATIONS

Panelist, "SEO in the AI Era," Liquid Web, 2024.

Co-author, The Inbound Marketer's Guide to SEO and PPC, Marketo, 2013.

Contributor, Uberflip, Grasshopper, TMSA and Business 2 Community.

Columnist, Search Engine Land and MarTech, roughly 30 bylined articles, 2014 to 2017.