



Bython: B2B Demand Generation That Is Intelligent and Integrated, Driven by Quality and Transparency, Allowing for Speed to Market



Chris Leger, CEO

A brief bio on the CEO

Chris Leger is the CEO of Bython. Shortly after he joined in May of 2022, he added marketing agency partners to the Bython community, further growing Bython. He expanded into the UK and Asia. Chris was recently honored in Forbes *“Top 10 Innovators Shaping Industry in 2023.”* For over 20 years, Chris has been a noteworthy leader in the global marketing and sales industry. He is well known from his work as the Senior Vice President and General Manager for Merkle B2B, having started the Austin office, which quickly became an agency powerhouse in the technology industry. Chris can also be credited in-part with Merkle ranking #2 on LinkedIn’s list of top companies for marketing and advertising. Further, Merkle DWA was named *“Fastest Growing B2B Agency in B2B Marketing’s 2020 US Benchmarking Report.”* Chris Leger’s background includes performance media, content syndication, demand generation, and global marketing, and he operated in Singapore, Boston, and Austin. He is known for creating trusting partnerships that enable the innovative services that he brings to market. Chris holds a Bachelor of Science in Business Management from the Boston College Carroll School of Business. He currently resides in Austin, Texas.

In today’s digital economy, Marketing is growing more complex and technical. Every company’s sales department is looking to find better, highly qualified leads, in order to make more sales at a rapid rate. In order to do such a thing, it is important

to fill the gap between creativity, strategy, and execution. The issue most companies go through is complications in filling the funnel and closing more sales at an accelerated rate. Bython specializes in bridging that gap and executing best practices to

maximize results and achieve the best campaigns throughout the funnel. Bython’s purpose is surrounded by the idea and need to bring demand generation solutions that provide meaningful connections with tangible driven results. Founded in 2012, Bython



Bython is always on it helping you develop and execute campaigns your way with full transparency.”

is one of the leading demand generation companies with a growing global presence across the UK, India, Mexico, and APAC.

Furthermore, the development of the Byonic platform with innovative technology allows the company to deliver proactive B2B services.

Bython B2B Services

Chris Leger, the CEO of Bython, joined the company to leverage its Byonic platform, and to create a space for B2B demand generation quality and transparency. Leger strongly believes that bringing higher quality and increasing transparency allows B2B marketers to create superior performing, omnichannel campaigns. Now the demand for true campaign transparency is front and center, in nearly every conversation Leger has with customers and peers in the industry. As the market matures, customers and prospects expect business transparency and quality from their partners identifying exactly how they source and execute demand generation programs. Deeply integrated in the Bython culture, transparency consists of visibility into the processes, procedures, data, and outcomes used to create campaigns. The Byonic platform provides complete, real-time transparency for every campaign. The real-time insights include four multi-graph dashboards: Account Overview, Campaign Overview, Campaign Asset Documents, and

Campaign Statistics. The result of leveraging a company like Bython that uses its very own 1st party data and technology enables marketing and sales to trust the results, partner with confidence, and maximize their budgets.

Success in Branding

The important factors that contribute to success at Bython include the ability to be prepared to respond to the challenging queries posed by customers and prospects. Working directly with Bython, without brokers, produces better results because of the capacity to consultatively build programs tailored to the customer's needs. Similarly, their consistent ability to execute their branding process is due to the leadership's acceptance that the Bython brand is the identity and story of the company that makes it stand out from competitors. The goal of branding at Bython is to earn the trust and respect of their marketing and sales customers and to be the preferred option for all demand generation solutions. When you work with Bython you can count on customer centric results that convert, speed to market using data and technology, quality and transparency with real-time insights, along with experiences that drive engagement.

Marketing and the Future of Bython

After years of successfully serving

customers across the US, Chris Leger, in 2022, added agency partners to the customer and prospect targets. He currently has set in motion expansion plans across the globe, presently with the Asian region, having previously added EMEA. While working on the expansion, Leger is also working on the company's portfolio to meet regional needs, proactively updating Byonic on an ongoing basis.

Bython practices omnichannel marketing

Bython recommends omnichannel marketing to our customers and it is used internally. This is essentially a unified approach applied to all marketing channels regarding the design, strategy, and including the customers' experience to improve the value of Bython. It essentially streamlines all marketing efforts and is a laser-like focus on value creation. Bython is proudly mission driven and enthusiastic about making an impact for customers. Bython openly welcomes people to join them as they deliver demand generation solutions that establish meaningful connections, drive measurable results, and generate positive ROI for the community of B2B enterprise customers and their agency partners. The results of demand generation across campaigns can be managed by marketing and sales thanks to their range of highly personalized capabilities.