Kevin Marasco is Chief Marketing Officer for Tebra, a leading cloud-based healthcare technology platform. Kevin joined Tebra in July 2022 and leads all aspects of the organization’s marketing programs.

Kevin brings over two decades of high-growth marketing leadership experience. Most recently he served as Chief Marketing Officer at Zenefits, where he led a major go-to-market transformation that included a company rebranding and repositioning, a shift to organic marketing channels, and launch of a product-led growth motion.

Previously, Kevin served as Chief Marketing Officer at HireVue, where he helped the company define a new category and grow from 10% to more than 40% market share, while increasing revenue by over 4,000%. Prior to that, he held senior marketing positions at Taleo (acquired by Oracle) and Vurv Technology.

Kevin holds a business degree from the University of North Florida. He currently resides in Florida with his wife and two children. He is an avid runner and has participated in numerous ultramarathons throughout the United States.