

Lee Beup Profile

Leonardo (Lee) Beup

CMO / Go-to-Market Lead, BleedIO Tech
Glen Mills, Pennsylvania
BleedIO Tech: 2023-present

Leonardo “Lee” Beup leads marketing, positioning, and go-to-market development at BleedIO Tech. He is responsible for shaping how BleedIO’s locMESH and netMESH offerings are presented to investors, partners, and customers, with emphasis on category creation, commercialization, and enterprise-facing messaging.

At BleedIO, Lee has helped adapt the company story for multiple audiences, including investors, enterprise buyers, public-safety stakeholders, and channel partners. His work covers product positioning, market narrative development, content strategy, commercialization support, and revenue-oriented marketing for an emerging infrastructure platform.

Lee brings senior operating experience from large-scale growth and transformation roles. At Watkins Wellness, a Masco company, he served as Global VP of Marketing and Sales for Endless Pools, leading accelerated growth initiatives, channel expansion, and customer-facing digital programs. He also held leadership roles at Essendant and Axalta Coating Systems, where he drove business intelligence, marketing enablement, strategic planning, and communications.

Highlights

- Leads BleedIO’s branding, messaging, and market-positioning work
- Supports investor communications and commercialization narrative development
- Brings Fortune 500 marketing and growth leadership experience
- Deep background in research-driven go-to-market strategy, CRM, digital growth, and sales enablement

Education

- MBA