

Product Marketing Consultant

Stellar record in unlocking brand potential through high-impact GTM strategies and insight-driven customer-centric messaging

Work Portfolio

txtsmarter (new brand launching in April)

Early-stage start-up for the monitoring and securing of mobile app data.

Built the new company GTM strategy resulting in \$3.0M in new funding.

- Realigned the organization's mission from a compliance platform to a cybersecurity platform.
- Developed new messaging and positioning to support the new mission.
- Created new sales content, new branding and redesigned new website.

Platform.sh

A leading end-to-end PaaS that enables developers to build, run and scale websites and webapps.

Spearheaded the creation of the Platform.sh marketing strategy and deployed initiatives generating \$5.9M new ACV. Targeted new demographics with compelling content and high-impact acquisition methods.

- Increased site traffic by 52% through website redesign and engaging content.
- Delivered a 55% rise in sales qualified leads across the US, England, Germany, and France.
- Developed compelling messaging and positioning to differentiate value and capabilities.
- Led a team of 15 for Business Development (BDR), content marketing, sales enablement, developer relations, and partner marketing.
- Lead the GTM strategy focusing on pricing, packaging, competitive intelligence, and business development.

Expanse

A cybersecurity platform for the monitoring and management of cloud and on-premises assets.

Lead the development and growth of the Expanse Internet Operations Management (IOM) Platform, improved the security narrative, and established the new IT story.

- Increased the \$15M annual recurring revenue to more than \$30M in under 12 months.
- Attained a 50% rise in sales qualified leads across US, EMEA, Canada and Australia.
- Achieved a 40% growth in leads from target accounts.
- Created the Internet Operations Management Platform strategy, along with sales concepts, presentations, demo scripts, blogs, online copy, and whitepapers.
- Implemented the analyst relations strategy with Gartner and Forrester, nurturing key alliances.
- Led the company introduction into the Forrester Vulnerability Management Wave.
- Recruited, coached, and led 7 team members for sales enablement, content, field, and product marketing.

Apptio

A software development firm dedicated to streamlining IT business accounting, forecasting, and reporting.

Designed go-to-market strategy to increase customer base. Conducted market research to incorporate customer intelligence. Prepared effective case studies, press releases, presentations, and sales collaterals.

- Instituted strategic campaigns, leading to 25% higher sales qualified leads quarter over quarter.
- Developed global sales enablement, training sales associates across the US and Europe.
- Successfully hired and trained a team of two for product marketing support.

Zendesk

A client service software company geared toward greater retention, customer experience, and sustainable business growth.

Spearheaded the development and growth of the Zendesk Omnichannel solution. Provided business vision and creative solutions toward maximum customer engagement. Produced sales materials, including demo scripts, presentations, and whitepapers.

- Optimized full-funnel pipeline and lead generation process to develop new product trials.
- Directed market research on core personas and competitive advantages.
- Propelled business metrics by coaching sales teams, and successfully launching the Omnichannel solution.
- Recruited, coached, and led 3 team members for customer evidence, content, and field marketing.

PagerDuty

Industry leading incident management SaaS company, enabling organizations to response to outages faster.

Lead the creation of the PagerDuty Digital Operations Management Platform, and deployed sales initiatives to diversify the product portfolio. Targeted new demographics with compelling narrative content and high-impact acquisition methods.

- Defined new value propositions to position the company's initial public offering. Boosted site traffic by 125% month-over-month by designing fresh content.
- Introduced ten features as well as a new product line with an integrated demand strategy.
- Mentored a team of four to head content creation, sales enablement, and competitive intelligence.

Splunk

Big data software company helping organizations make sense of structured and unstructured data.

Responsible for driving marketing strategy, product positioning, product launch and collateral development for the Splunk Enterprise Platform.

- Developed product positioning and product messaging for Splunk Enterprise
- Developed and delivered sales training to internal teams and external partners
- Developed customer success stories to promote product success
- Briefed key analyst firms and press publications