

Accomplished product marketing leader with extensive experience shaping global go-to-market strategies, defining category-leading positioning, and building brand leadership across high-tech and cybersecurity markets. Skilled at translating complex technologies into business value through data-driven insights and cross-functional collaboration that deliver measurable growth.

## Professional Experience

### Marketing Consultant | The Product Marketing Expert

2022 - Present

Develop go-to-market strategies for multiple cybersecurity organizations, defining messaging and positioning and producing foundational content to ensure market readiness. Translate complex technical features into high-impact value propositions that fuel revenue growth and sales effectiveness.

## Key Projects

### Anomali | Cybersecurity organization providing a threat intelligence platform to detect cyber threats

- Redefined messaging and positioning for the Anomali ThreatStream CTI platform, revitalizing the product narrative and elevating market differentiation.
- Standardized the global sales narrative through a new first-meeting sales deck, unifying value and outcome messaging and lifting follow-up meeting rates.
- Generated 40%+ marketing-driven pipeline growth through thought-leadership content—whitepapers, presentations, and virtual event materials.
- Boosted sales effectiveness through in-depth competitive analyses and targeted battlecards that articulated Anomali's differentiators and helped win strategic deals.
- Designed the product launch process, enabling faster, more aligned introductions and ensuring customer and support team readiness.
- Elevated market influence through high-visibility communications, press materials, and analyst relations with Gartner, IDC, and Software Analyst Cyber Research.

### Fencer | Cybersecurity startup building a developer-centric platform for code-to-cloud security

- Led messaging and positioning for a new developer-centric cloud security platform, strengthening market differentiation and supporting launch.
- Produced foundational marketing collateral to support the company launch and build the demand pipeline.
- Designed the launch website and supporting content to introduce the brand and platform.

### Huntress | Cybersecurity startup helping organizations identify and respond to security threats

- Developed messaging and positioning for the new Business Email Compromise (BEC) service launch, highlighting key benefits and value proposition.
- Created core marketing assets for product launch and pipeline generation.
- Analyzed the market to define the ideal customer profile, competitive landscape, and pricing strategy.
- Held interim leadership of the product marketing team during the search for a new marketing head, ensuring continuity and alignment.

### AirMDR | Cybersecurity startup developing an Agentic AI SOC platform

- Built a comprehensive go-to-market asset suite spanning presentations, web copy, data sheets, social posts, and blogs.

**Qualys** | Cybersecurity organization delivering cloud-based vulnerability management

- Developed messaging and positioning for the TotalCloud security platform launch, emphasizing key benefits and value proposition.
- Built the go-to-market strategy through research on industry trends, buyer behavior, and competitive performance.
- Increased visibility and sales effectiveness for the External Attack Surface product line through new collateral and enablement resources.

**Druva** | Data security organization focused on cloud data governance and management

- Created strategic content for the Data Security Posture Management (DSPM) launch.

**Levo** | Cybersecurity startup focused on API security

- Developed a new brand story that reinforced market differentiation and accelerated go-to-market success.
- Delivered audience-focused content across digital and traditional platforms to enhance campaign performance.
- Revamped the corporate website with conversion-driven design and optimized messaging, increasing engagement and lead generation.

**TrustLogix** | Data governance startup focused on Data Security Posture Management (DSPM)

- Established DSPM market presence through strategic messaging and a unified GTM framework spanning presentations, website content, data sheets, social posts, and blogs.

---

**Additional Experience**

**Platform.sh** | Vice President, Product Marketing

2020 - 2022

Drove \$5.9M in new ACV by leading Platform.sh marketing strategy and data-driven sales initiatives that reached new customer segments through high-conversion content.

- Increased site traffic by 52% through a website redesign and engaging content.
- Achieved a 55% increase in sales-qualified leads across the U.S., U.K., Germany, and France.
- Developed messaging and positioning to clearly differentiate value and capabilities.
- Led a cross-functional team of 15 spanning business development (BDR), content marketing, sales enablement, developer relations, and partner marketing.
- Directed the go-to-market strategy with a focus on pricing, competitive intelligence, and business development.

**Expense** | Vice President, Product Marketing

2019 - 2020

Built the Expense platform brand, security narrative, and product-launch storytelling framework.

- Increased ARR from \$15M to over \$30M in under 12 months.
- Achieved a 50% increase in sales-qualified leads across the U.S., EMEA, Canada, and Australia.
- Drove 40% growth in leads from target accounts.
- Developed the Internet Operations Management (IOM) platform strategy along with sales concepts, presentations, demo scripts, blogs, web copy, and white papers.
- Led analyst relations with Gartner and Forrester, securing inclusion in the Forrester Vulnerability Management Wave.
- Recruited, coached, and led a team of seven across sales enablement, content, and product marketing.

---

**Education**

Master of Business Administration (MBA)

City University of Seattle, Seattle, WA

Telecommunications Management Post-Diploma

Sheridan College, Oakville, Ontario, Canada

Computer Programming Diploma

Sheridan College, Brampton, Ontario, Canada