

Manish Kalra

Product Marketing Leader

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Results-driven and innovative professional with extensive experience in crafting and executing product marketing strategies by leveraging data-driven insights and industry trends to enhance brand visibility and drive market share.

Professional Experience

Product Marketing Consultant | The Product Marketing Expert

2022 – Present

Boutique product marketing consulting practice specializing in developing product and marketing strategies to increase brand visibility and market share by utilizing data-driven insights and industry trends to guide strategic decisions.

Anomali

Cybersecurity organization focusing on Cyber Threat Intelligence.

- Develop and launched the first-ever standardized pitch deck for the global sales teams, ensuring consistent messaging and brand representation across all regions.
- Created high-impact whitepapers, presentations and website content that generated qualified leads and contributed significantly to pipeline growth.
- Conducted in-depth competitor analysis to identify key differentiators and developed targeted battlecards, equipping the sales team to effectively position Anomali ThreatStream against the competition.

Levo

Cybersecurity startup focusing on API security.

- Developed the core messaging and positioning to support the new Go-To-Market strategy.
- Produced engaging content across multiple channels to support sales and marketing initiatives.
- Led the website redesign, implementing a new messaging strategy to enhance user engagement and drive conversions.

Huntress

Cybersecurity start-up helping organizations identify and respond to security threats.

- Crafted messaging and positioning that effectively launched the new Business Email Compromise (BEC) service, highlighting its key benefits and value proposition.
- Analyzed the market to gain a comprehensive understanding of the ideal customer profile, competitive landscape, and optimal pricing strategies.
- Provided leadership and guidance to the product marketing team during the organization's search for a new marketing leader.

Qualys

Cybersecurity organization delivering cloud-based vulnerability management.

- Developed messaging and positioning that effectively launched the TotalCloud security platform, highlighting its key benefits and value proposition for target audiences.
- Analyzed market trends, customer behavior, and competitive landscapes through qualitative and quantitative research to for product launch and marketing strategies.
- Developed competitive pricing models through extensive market and pricing research.

SnippetSentry

Early-stage compliance start-up for the monitoring of mobile app communications data.

- Secured \$4 million in new funding by developing and implementing a new messaging and positioning strategy.
- Redesigned the website with a focus on user experience, resulting in a 25% increase in website traffic.
- Spearheaded the successful completion of SOC 2, CCPA, and GDPR certifications, ensuring compliance with industry-leading security and privacy standards.

Vice-President Product Marketing | Platform.sh

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

Devised and executed marketing strategies to position company as leader in the competitive tech market. Orchestrated comprehensive go-to-market strategy, focusing on competitive intelligence, pricing, and packaging.

- Enhanced qualified leads by 55%, accelerated sales cycles, and increased revenue.
- Contributed to \$5.9M increase in Annual Contract Value (ACV) by introducing well-designed sales initiatives.
- Drove 52% increase in website traffic through the creation and distribution of engaging content.
- Boosted brand reach and engagement across diverse geographic demographics by innovating compelling content.
- Demonstrated outstanding leadership to guide team of 15 in launching sales programs and delivering exceptional customer service, and fostered culture of excellence and innovation within the organization.

Vice-President Product Marketing | Expanse

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

Led the development of compelling storytelling framework for product launches and improved user engagement. Forged strategic partnerships with key industry analysts to secure invaluable insights for marketing programs. Developed dynamic marketing and sales strategy, encompassing innovative sales concepts, engaging presentations, and compelling content for 10M platform. Executed strategic analyst relations plan with Forrester and Gartner to bolster market positioning. Fostered culture of excellence and innovation by assembling, mentoring, and directing high-performing team of over seven members.

- Raised platform credibility and user trust and ensured IOM Platform's growth by innovating IT narratives and enhancing security stories.
- Tripled recurring revenue to over \$30M from \$10M in just 12 months by demonstrating exceptional strategic vision and execution capability.
- Amplified sales qualified leads by 50% via optimization of sales pipeline.

Director, Product Marketing | Apptio

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

Crafted and executed comprehensive go-to-market strategy to expand customer base in Bellevue, Washington, and beyond. Spearheaded in-depth market research initiatives by integrating customer intelligence into marketing strategies to align closely with target market needs and preferences. Produced a suite of impactful marketing materials, including case studies, press releases, and presentations.

- Achieved 25% increase in sales qualified leads through the strategic deployment of targeted marketing campaigns.
- Enhanced team capability and performance by recruiting and onboarding two key team members, providing specialized training in product marketing.
- Elevated sales competencies and fostered high-performance culture by developing and mentoring global sales team across the US and Europe.

Additional Experience

Director, Product Marketing | **Zendesk**

Director, Product Marketing | **PagerDuty**

Director, Product Marketing | **Sumo Logic**

Head of Marketing | **Arkin**

Director, Product Marketing | **Splunk**

Senior Product Marketing Manager | **Microsoft**

Education

Master of Business Administration (Candidate) - City University of Seattle, Seattle, Washington

Telecommunications Management Post-Diploma - Sheridan College, Oakville, Ontario

Computer Programming Diploma - Sheridan College, Brampton, Ontario