

Robert Nucci

Director of Product Marketing

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EXPERIENCE

Imperva, Phoenix, AZ — Sr. Channels Product Marketing Mgr.

December, 2022 - May, 2024

Enable Imperva channel partners with a Go-to-Market strategy including content, training and programs to scale Imperva's cybersecurity market share.

- * Led a team of marketers developing messaging for the Imperva Data Security Fabric and Application Security products to Imperva Channel Partners and Imperva end customers.
- * Created a quarterly Partner Marketing Playbook offering sales plays and marketing content to help partners create demand, instill consultative conversations and drive sales into their accounts.
- * Head of the Imperva Partner Technical Advisory Board which leveraged partner board member insights and recommendations for Imperva cybersecurity roadmap improvements and channel partner programs.

Acronis, Boston, MA — Sr. Product Marketing Mgr.

February, 2021 - December, 2022

Responsible for Acronis global product marketing, leading cloud service providers' recruitment and enablement to build their cybersecurity practice.

- * Developed an Acronis Channel Partner GTM strategy that grew Acronis US cloud business 77% (number of protected workloads) and 30% (number of businesses protected), year over year (2021-2022).
- * Wrote, curated and presented content in the forms of sales enablement, case studies, battle cards, white papers, blogs, playbooks and webinars.

VMware, Palo Alto, CA — Sr. Product Line Marketing Mgr.

September, 2018 - September, 2019

Led a product marketing team that enabled sales and channel partners to drive Enterprise customer adoption of hybrid clouds with Hyper-Converged Infrastructure (HCI) powered by [VMware vSAN](#).

- * Created programs, sales plays and learning curriculums to educate field teams how to sell VMware vSAN in the financial, healthcare, manufacturing and oil and gas industries.

SKILLS

Create and execute
Go-to-Market programs.

Cybersecurity, Networking,
SaaS, Channel Partner
marketing, AI and ML.

Healthcare, Central
Government, SLED, Banking
Manufacturing verticals.

PR, Social Media and Digital
media marketing.

Content creation for sales and
business development.

Product roadmap and launch.

Executive influence and
engagement.

Using data and business
metrics to drive results.

AWARDS & Impact

**Cisco Professional
Effectiveness Operational
Excellence Award**

Achieved highest SQL across
all Cisco marketing segments.

**Increased Intel's total
addressable market** from 8%
to 12% in one year.

**Grew Acronis US cloud yearly
business** by 77% (number of
protected workloads).

**FedTech magazine's Top 50
Must-Read Federal**

- * Helped elevate VMware vSAN's revenue to 38% of the total market and a 40% year over year growth rate.

Cisco Systems, San Jose, CA — Agile Scrum Master (contractor)

October, 2016 - August, 2018

Scrum Master within the [Cisco Service Provider Business \(SPB\)](#) organization. Worked closely with product development teams to transform their product planning process using an agile development methodology.

- * Developed and launched the “Customer First” initiative; a new crowd-sourced platform across multiple business units that improved roadmap and product management processes for Cisco.

- * Outcomes of “Customer First”: a single source of truth for Cisco service provider customer ideas and product roadmaps, improved customer intimacy and perception, and improved data and reporting capabilities.

Intel Corporation, Santa Clara, CA — Campaign Strategist

October, 2015 - August, 2016

Led Intel's data center solutions marketing and demand generation team to develop and drive a new campaign that influenced technical and business decision makers of Communication Service Provider customers to adopt Intel Xeon architecture for 5G projects.

- * Articulated the vision, built a go-to-market strategy and developed targeted messaging that led to increasing Intel's brand relevance in the networking and telecommunications industry.

- * The new Intel campaign, “[Network Transformation](#)”, contributed to Intel's market segment share increase from 8% to 12% in one year.

Cisco Systems, San Jose, CA — Solutions Marketing Manager

January, 2011 - November, 2015

Lead and subject matter expert of the Internet of Everything for Cisco Services. Marketed Cisco's core business within Cloud, Security, and the Software Defined Networking markets.

- * United 250 C-level executives into more than 15 buyer persona advisory panels to meet on a quarterly basis from enterprise, service provider and the public sector industries. Captured executive insights to improve Cisco's product strategy, marketing and sales content.

- * Boosted awareness of Cisco's brand and solutions through a unified global government, healthcare, and education social marketing strategy with data-driven, persona-led campaigns.

- * Co-authored a strategic point-of-view report for Cisco's service provider telecom business. It entailed portfolio direction and focus, identified target buyers, and delivered a complete digital business solution plan to help top service provider organizations optimize their

technology investment, focus and succeed using a software defined networking business model.

Cisco Systems, San Jose, CA — Public Sector Marketing Manager

January, 2009 - January, 2011

Worked with Federal / State / Local agencies and developed content marketing strategies that drove Cisco technology initiatives to aid government mission operability and effectiveness. Built up awareness of cybersecurity, physical security and cloud solutions through effective website presence, content syndication, social media, webcasts, and nurture journeys; positioning Cisco as a thought leader.

- * Generated over \$50M in sales qualified leads (SQL), with \$20M in sales accepted leads.

- * Guided Cisco's Government Blog to receive recognition in FedTech magazine as one of the Top 50 Must-Read Federal Government IT Blogs for 2013 as a result of social media initiatives.

- * As a result of the digital strategy and storytelling approach, generated 30% increase in search hits, 99% increase in unique visits, and a 29% increase in downloads from the Cisco site

Cisco Systems, San Jose, CA — Business Development Manager

November, 2005 - January, 2009

Responsible for channel strategy, and SMB/Commercial segment growth spanning all fields and Cisco partner sales for the entire suite of Cisco products and technologies, including coordinating campaign and program execution at the top level.

- * Managed large sets of customer, partner and industry data to create business proposals and new go-to-market plans.

- * Oversaw global distribution operations, product positioning, and growth programs.

- * Worked with distributors on go-to-market strategies for all segments and business areas.

- * Promoted new innovative sales initiatives with key theaters.

- * Accountable to drive sales plan with channel team and grew the SMB segment 20%+ on yearly basis

EDUCATION

Arizona State University, Tempe, AZ — B.S. Economics

Stanford University, Palo Alto, CA — Program Management Cert.

New York Film Academy, Paris, FR — Film Production and Direct.