

Jennifer Clark

(603)531-0327

jennifer@jennifer-clark.com

LinkedIn: <https://www.linkedin.com/in/4jenniferclark/>

Portfolio: <http://www.jennifer-clark.com>

► OVERVIEW

As an innovative thinker with experience in B2B SaaS, enterprise tech, AI/ML and robotics, Jennifer is an ideal candidate. Her proven track record of leading go-to-market initiatives, influencing and collaborating with cross-functional teams is evident below.

► CORE COMPETENCIES

- Experienced leader who fosters trust, disrupts conventional thinking, and easily resolves challenges.
- Leading expert, former IBM, in product marketing & project management, adept in Agile & Pragmatic.
- Skilled B2B SaaS strategist able to craft product positioning and messaging, with an eye for storytelling.

► EXPERIENCE

Marketing Strategist

Jul 2023 – Present

Self Employed

- Created a 12-mo digital marketing strategy for a Biotech company with timing and messaging.
- Defined the go-to-market activities to promote and drive enrollment for new K-12 online school.
- Developed 6-mo marketing plan for gaming company with actions, dates, messaging, and budget.

Senior Director Product Marketing

Sep 2022 – Jul 2023

Bright Horizons

- Reported 117% YOY increase in feature adoption for B2B SaaS AI solution from go-to-market date.
- Crafted compelling storytelling based on TAM and VOC for 3-5 new vertical markets.
- Created a [brochure](#) to assist business clients in their evaluation of whether to invest in a new center.

Senior Director Product Marketing

Dec 2021 – Sep 2022

SVT Robotics, Inc.

- Facilitated 25-person team, produced 20K-attendee event, generated \$12M in new leads, acting as the go-to-market lead.
- Refined original B2B SaaS core product positioning and messaging for banner ads and website.

Senior Product Marketing Manager

Jan 2019 – Dec 2021

IBM

- Developed and evolved the global IBM Sterling Order Management AI Suite of solutions' overall marketing B2B SaaS product strategy for both [cloud](#) and platform products.
- Designed positioning and [messaging](#), working collaboratively with sales and engineering, managing the product roadmap, 91.2% YoY win revenue, 40.2% YoY marketing sourced revenue.
- Facilitated a 50-member cross-departmental team in global go-to-market initiatives displaying strong leadership with responsibility to report revenue activities and income to GM bi-weekly.
- Authored blogs, [whitepapers](#), ebooks, [infographics](#) and [social content](#) to fill content blueprint framework.
- Evangelized customer analysis using internal and external data, focused on outside-in approach.

Senior Product Marketing Manager

Apr 2015 – Jan 2019

Capital One (formerly BlueTarp)

- Mobilized B2B SaaS go-to-market tactics that grew revenue +60%, delivering ~\$300M new business in 18 months.
- Guided a team to execute B2C SaaS go-to-market activities as the product marketing manager and project manager, leading a team of ~20 cross-functional team members including sales and product.
- Engineered B2B/B2C SaaS marketing materials to teams to help them understand value propositions, messaging, differentiation, competitive analysis, and elevator pitches.
- Fostered B2B SaaS sales enablement and participated on bi-weekly sales calls and demos.
- Championed to standardize a customer feedback system and kicked-off NPS. Recommended action to improve customer satisfaction feedback resulting in 42% improvement.
- Unified activities to help company grow 200% in a period of 3 years.

Product Marketing Manager

Jun 2014 – April 2015

SOVOS (formerly TaxWare)

- Enabled cross-functional project team in a global launch of a product that was new to the company and the marketplace. Designed and tested email and web campaigns, making changes in real-time.
- Shaped go-to-market strategies for all existing products in multiple market segments and sales channels, owned persona creating and messaging for TAM.
- Championed voice of the customer insights with target audience identification, market research, customer advisory boards and interlock with sales and customer support success.

► EDUCATION

MBA in Business Administration & Marketing

UNIVERSITY OF NEW HAMPSHIRE

BS in Business Administration & Marketing

UNIVERSITY OF SOUTHERN NEW HAMPSHIRE

AI FOUNDATIONS CERTIFICATION CANDIDATE

COURSERA

► SKILLS

Adobe, Asana, Basecamp, ChatGPT, ClickUp, GoogleAnalytics, GoToMeeting, Hootsuite, Hotjar, Hubspot, Jira Mac, Mailchimp, Microsoft, Microsoft Teams, Monday.com, Mural, Notion, Qualtrics, Pendio, Salesforce, Skye, Slack, Siesmic, Smartsheet, Trello, Wrike