

Position: Global Product Marketing Executive

Location: River Edge, NJ

Relocate: Yes No Possibly



CID#: 223363

## EXECUTIVE CANDIDATE PROFILE

*A strategic leader with a 20+ year track record working for technology companies in strategy, product management, marketing and communications, creating amazing teams and delivering awesome products that transform people and the work they do, while generating millions in revenues for the companies they've worked for.*

### **Leadership**

*C-Suite Advisor, Author & Speaker, Innovation & Strategy, Coaching & Mentorship*

### **Communications & Marketing**

*Product Marketing, Digital & Social Marketing, Segmentation & Demand Gen, Sales Enablement*

### **Technical Expertise**

*Customer Relationship Management, Marketing Automation & Operations, Messaging & Positioning, Data & Analytics*

### **Trainer/Workshop Facilitator**

*For Strategy, Product Management, and Leadership Classes*

#### ■ Recognition / Achievements

- *Drove 20% higher demand through new messaging, content strategy, new website, and social and video marketing; grew social media follow-ship month-over-month for 2 years.*
- *Oversaw \$7M-600M R&D product investment and marketing budgets.*
- *Created a Go-to-Market Readiness program, which improved time-to-market for 100+ growth products, reduced technical debt by 10%, and eliminated sales revenue recognition issues.*
- *Achieved sales of \$100M+ per year by defining strategy and vision including feature roadmaps for multiple IT testing and change and configuration management portfolios across the mainframe and distributed platforms.*

#### ■ Education / Designations

- *BA Psychology, English*
- *MA Communications, Journalism*
- *Practical Product Market & Product Management Certification*
- *Product & Portfolio Management Certification*
- *Product Owner/Product Manager Certification*
- *Hubspot Master Certification*
- *Scrum Master Certification*