

Position: Product Marketing Consultant

Location: Boston, MA

Relocate: Yes No Possibly



CID#: 223099

EXECUTIVE CANDIDATE PROFILE

An accomplished marketing leader with over 20 years of experience and deep expertise in B2B tech companies. Proven ability to build and launch products and solutions, develop engaging content, and bridge between Product, Marketing, and Sales organizations. Drives programs that rapidly generate pipelines, dramatically elevate brands, and grow revenue. Creates and leads strategic marketing partnerships. Passionate about people, technology, and storytelling to promote innovative solutions that positively impact users. Expert in cybersecurity, cloud computing, SAP, and more.

Areas of Expertise

Product & Solution Marketing	Partnerships & Alliances	Content Strategy & Development
Thought Leadership	Branding & Messaging	Social Media
Public Relations & Analyst Relations	Sales Enablement	Product Launches
Demand Generation	Pipeline Building	Field Marketing
Digital Marketing	Events & Tradeshows	

■ Recognition / Achievements

- *Repositioned a managed services provider to being a leading cloud provider and winning a prestige award due to a coordinated effort with the team.*
- *A trusted marketing advisor to many leaders, including CEOs and other c-levels.*
- *Founding and leading a successful marketing consultancy for a decade.*
- *Working on both sides of the Atlantic, knowing and working with people in multiple cultures to generate agreement and drive great results.*

■ Education / Designations

- *MBA; Technology, Marketing, Entrepreneurship*
- *LL.B in Law*