

SAMPLE CLIENT

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PRODUCT MARKETING, DEMAND GENERATION, BUSINESS STRATEGY LEADER

*DELIVERING SALES & GTM STRATEGIES TO DRIVE GLOBAL PRODUCT & SALES GROWTH FOR A \$3B PORTFOLIO
\$185M SALES GROWTH // DIGITAL & BUSINESS TRANSFORMATION // SAAS, IAAS, PAAS, & CLOUD*

Delivering engaging, insight-driven marketing strategies that transform businesses and enable rapid revenue growth

Customer-focused visionary and respected industry thought leader known for leading global teams to build innovative marketing, and demand generation solutions that consistently engage and capture global audiences. Consistent track record of establishing new processes, leading cross-functional initiatives, and leveraging data analytics to boost operational effectiveness and capture new revenue streams. Tenacious, strategic thinking and inspirational leader with extensive success mentoring next-generation leaders, building strong cultures, and serving as a catalyst of change and growth.

Marketing Strategy | Culture Building | People Management | Cross-Functional Leadership | Data Analytics
Program, Project & Product Management | Sales & Partner Enablement | Marketing Technology | GTM Plans
Branding & Messaging | Multi-Channel Growth | Budgeting & KPI's | Customer, Trend & Market Insights

PROFESSIONAL EXPERIENCE

DELL TECHNOLOGIES | Austin, TX

2013-Present

Product Marketing Director (2019-Present)

Guide the strategic vision, roadmap, and enhancements to deliver data-driven marketing strategy and demand generation campaigns for services supporting B2B technologies (Server, Networking, Storage, Hyperconverged, Cloud). Own market research, goal setting, and global GTM planning to drive sales, offer transformation and growth. Forge cross-functional partnerships to influence strategic goals, maximize resources, and advance the customer journey. Drive demand generation through digital/field marketing, pipeline development, and mid-funnel and low-funnel tactics.

- ◆ Develop and lead a top team of Field/Product Marketing Managers driving GTM planning to grow a **\$3B portfolio of products** with oversight and execution of key product launches, new feature upgrades, and business programs.
- ◆ Increased portfolio revenue from **\$260M to \$445M** in 1 year while launching targeted sales programs to drive demand.
- ◆ Enhanced High Value Engagements **98%+ YoY** and website visits 3x (20% QoQ) by launching commercial ads.
- ◆ Leveraged **MarTech** and automation to modernize the platform with **robust reporting and dashboard capabilities**.
- ◆ Restructured and **reduced marcom production costs 22% YoY** while achieving 99.9% on time and error free execution.
- ◆ **Scaled organizational capabilities and business growth** by incorporating metrics, insights, and human-centered approach to understand and integrate customer decision making processes into the marketing strategy.
- ◆ Boosted **sales enablement impact 8x** through sales training/content, business planning, and opportunity development.

Global Alliance & Partner Manager (2018-2019)

Served as Global Partner Manager for Google & AMD influencing marketing strategy, budgets, and decision-making owning onboarding and ramping for education, consumer chrome books, and commercial PC's as well as enterprise servers

- ◆ Delivered **\$350M** in partner funding by collaborating with key stakeholders to develop co-marketing strategies. Owned negotiations, campaign allocation, sales enablement, and top funnel campaigns. **Boosted partner funding 12-32% YoY**.
- ◆ Accelerated revenue with successful **next-generation server platform launch with AMDs EPYC CPU**; partnered with cross-functional executives to create solutions, case studies, and customer journeys.
- ◆ **Delivered 2x ROI within one year by advancing GTM program strategies**; influenced and partnered with Sales, Marketing, and Product Groups on global campaigns, programs (door busters), seeding, and sales incentives (rebates).

Senior Product Manager (2013-2017)

Designed, developed, and improved products for the transactional platform within Dell's eCommerce business. Oversaw product strategy, roadmaps, planning, and UX for payments and checkout products.

- ◆ Played a key role in optimizing user experience delivering **\$60M+ in consumer, small business and \$9B enterprise rev.**
- ◆ **Delivered personalized approach to customer journeys** and experience design for Dell.com and offline UX.
- ◆ Spearheaded launch of **3rd generation tokenized SaaS platform** with improved monitoring and 99.9% stability.
- ◆ Maximized conversion rates 20%+ by serving on the team that **developed a customer loyalty platform.**
- ◆ Increased revenue through sales and partner enablement; strengthened relationships with **20+ global API partners**
- ◆ Drove **transformational change** by leading EMC integration for Dell.com Search Platform as well as implementing analytics to measure and optimize revenue per visit.

LONESTAR CIRCLE OF CARE | Austin, TX

2011-2013

Product Manager

Designed, developed, and optimized scalable and secure healthcare interoperable platforms to enable seamless patient care.

- ◆ Led initiative to **build a sustainable centralized repository integrating 48 Central Texas clinics & Hospital electronic medical records (HL7 & CCD)** and **developed innovative new solutions for healthcare providers.**
- ◆ Increased productivity 50% by leveraging various data sources to **design a CRM portal** for the experience team.
- ◆ **Optimized data analytics 2x times** by partnering with the data team to monitor activities and trigger notifications.

BLUE-PROTON TECHNOLOGIES | Austin, TX

2008-2011

Product Marketing Manager

Directed marketing, advertising, and media strategies to drive revenue growth for capital management software.

- ◆ Worked with cross-functional teams (Product Managers, Architects, and Technical Leads) to **develop product launch communication, sales assets, battle cards and press releases working with media companies.**
- ◆ Owned full scale projects analyzing the customer lifecycle, **uncovering new business opportunities**, and managing **product messaging, GTM planning, and launch vehicles.**
- ◆ **Improved revenue by 67% YoY** in one year by collaborating with sales team to develop **RFP's that captured Federal deals** and public roadways.

TARGET CORPORATION | Austin, TX

2007-2008

Senior Financial Analyst

Provided analytical support and actionable insights to optimize financial planning and analysis.

- ◆ **Advanced budgeting and forecasting** by developing financial and business models for Merchandise planning, Expense planning, Target.com, and Capital Management teams.
- ◆ Maximized **\$10M in business revenue** by performing in depth vendor analysis and recommending optimal solutions.
- ◆ Drove **\$1.2M+ in annual savings** by leading a strategic project to reduce process timings for the Beauty product line.

EDUCATION & CREDENTIALS

Master of Business Administration, Marketing & Finance | INDIAN INSTITUTE OF PLANNING & MANAGEMENT

Bachelor of Business Administration, Business Management | BHARATHIAR UNIVERSITY, INDIA

Pragmatic Marketing Product Manager, Level 5

Technology: Salesforce, MarTech, Power BI, Tableau