JOSHUA D. INTAGLIATA
PRODUCT EXPERT

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Highly strategic and technically adept **Product Marketing leader** with over **5 years** of experience driving **Go-To-Market (GTM)** execution, **Product-Led Growth (PLG)**, and revenue enablement for SaaS brands. Expert in building and optimizing high-converting funnels, **SEO strategy**, demo experiences, and lifecycle automation to generate qualified pipeline. Proven collaborator across engineering, sales, and lifecycle teams with a track record of transforming ambiguity into action.

WORK EXPERIENCE

CM.com *"Cloud Software for Conversational Commerce"*

Product Marketing & Growth Strategy, North America   2022 - Current

- Owned growth funnel strategy for conversational commerce SaaS products across AI chatbots, customer service, and marketing automation.
- Increased **SEO** landing page **CTR** from **0.05%** to **0.15%** and improved MQL-to-SQL conversion from **0.05%** to **10%** through targeted content and user-focused optimizations.
- Designed and ran demo flow experiments (script sequencing, format shifts, industry-specific case studies), increasing qualified demo requests by **60%**.
- Built a video-based onboarding academy to train users and shorten time-to-value; testing pre-recorded vs. live walkthroughs.
- Created lifecycle automation campaigns in CM.com's CDP, using action/inaction triggers to drive sales conversion or route to nurture streams.
- Partnered with AI developers to test ad creative against audience segments across messaging, visuals, and formats.
- Launched reseller enablement program with live sales training—adding **8** qualified partner-sourced opportunities within **30 days.**
- Led execution of over **30** integrated campaigns and co-hosted 10+ webinars and **3+** trade shows to drive funnel velocity.

Product Manager, North American Portfolio   2021 - 2022

- Developed **product roadmap**, ran monthly win/loss analysis, and aligned new features to market opportunity in North America.
- Collaborated with stakeholders from Sales, Marketing, and Product to create a **Go-To-Market strategy**, SWOT analysis, buyer personas, **ideal customer profiles**, battle cards, requirements, wireframes, user stories, and value propositions.
- Designed an automated campaign registry tool (using **Balsamiq**) for customers to submit **10-DLC** campaigns for approval within CM's environment.

Sales Development Manager, North America   2020 - 2021

- Created and implemented sales strategies and processes for sales teams, determined KPIs, and selected sales tools to implement.
- Developed sales scripts, presentations, and training materials for Sales Development Representatives to use when prospecting.
- Exceeded personal sales quota by **150%** quarter over quarter, while coaching a team to attain an average quota of **90%**.

SKILLS

PRODUCT MARKETING
→ Go-To-Market Strategy
→ Product-Led-Growth Funnels
→ Product Launch
→ Market Segmentation Messaging & Positioning
→ Value Proposition Development
→ Buyer Personas
→ Competitive Analysis
→ Sales Enablement
→ Product Adoption
→ Customer Lifecycle Management

PRODUCT MANAGEMENT
→ Agile Methodology
→ Scrum Framework
→ Epics & User Stories
→ Roadmapping
→ Wireframing
→ Feature Prioritization
→ Win/Loss Analysis
→ Product Lifecycle Management

EDUCATION & CERTIFICATIONS

2013
Bachelor of Science in Business Administration

Minor in Entrepreneurship
Youngstown State University

2020
Product Management
General Assembly

2022
Scrum Master Certification
Scrum.org