

# 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

- Evaluated the competitive landscape to introduce new features and products for the North American product portfolio.
- Influenced executive commitment of resources to test hypotheses, build out functionality, and validate assumptions in monthly win/loss analysis.
- Collaborated with stakeholders from Sales, Marketing, and Product to create a product marketing roadmap, 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