

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.

PROFESSIONAL EXPERIENCE

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

Product Marketing & Growth Strategy, North America 2022 - Current

- **Led the global launch of HALO**, CM.com's flagship AI product, across the U.S. Orchestrated collaboration between product teams, web developers, creative agency partners, marketing ops, and executives across U.S., Netherlands, Spain, and South Africa. Generating \$1.5M in US pipeline within 60 days of the Launch Campaign.
- Owned **end-to-end campaign production** from brief to launch: managed pre-launch teasers, creative revisions, video production (outsourced to agency), and global virtual conference with 5,000+ attendees. (team of 24 people with 4 direct reports)
- Managed **\$300K** budget to create high-converting digital experiences, including interactive product demos, ecommerce-ready site flows, dynamic chatbot content, abandoned cart automations, and service rep integrations, all tailored to retail ICP.
- 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 and refined scalable production processes, including stakeholder checklists, AI-assisted QA tools, and creative testing frameworks to reduce error rates and increase campaign velocity.

Product Manager, North American Portfolio

2021 - 2022

- Managed **US launch of CM.com's POS & Payments Platform**, coordinating product development, web buildout, video demos, sales enablement, and integrations with Stripe and PayPal.
- Developed full-funnel **GTM strategy** with wireframes, user stories, ideal customer profiles, battlecards, and objection handling documents.
- Partnered with internal designers and media teams to create content for Meta, Google, and LinkedIn channels; worked with external payment providers to ensure compliant infrastructure and scalable UX.

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