

# JOSHUA D. INTAGLIATA

PRODUCT EXPERT

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## WORK EXPERIENCE

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

**Product Marketing Manager**, North American Portfolio 2022 - Current

- Strategically formulated and executed comprehensive **Go-To-Market (GTM)** strategies (identifying ICP per product, defining target markets, data analysis, market research, competitive analysis) for an extensive North America product portfolio including Customer Service Software, Marketing Automation, and Advanced AI Technologies (Scripted & Generative AI Chatbots, Customer Data Platforms).
- Focused on identifying (using ZoomInfo) and penetrating key target accounts using an **Account-Based Marketing (ABM)** strategy within the retail and hospitality sectors, ranging from Mid-Market to Enterprise.
- Led the development and implementation of integrated marketing campaigns (~**30+**), leveraging tailored outreach emails (~**100+**) within Outreach, persuasive call scripts (~**40+**), and (~**20+**) compelling marketing materials.
- This approach significantly enhanced customer engagement and market penetration (~**\$15M in pipeline added**), driving measurable increases in lead generation (from ~**50 to ~100 leads a week**) and customer acquisition (~**\$5M closed won**).
- Created and facilitated virtual and in-person sales training to showcase the end-to-end user experience of CM's North American product portfolio for targeted verticals, highlighting product features, industry-specific use cases, and buyer personas with a focus on customer acquisition, engagement, and retention.
- Leveraged cross-functional teams made up of Sales, Marketing, Customer Success, Product Marketing, Engineering and Technical Consulting to influence product feature enhancements that improved carrier relationships with mobile operators.

**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 Launch
- Market Segmentation Messaging & Positioning
- Value Proposition Development
- Buyer Personas
- Competitive Analysis
- Sales Enablement
- Product Adoption
- Customer Lifecycle Management
- SaaS Metrics (ARR, Churn, LTV, CAC)

### 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