

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

- Spearheaded **Go-To-Market (GTM) strategies** for a diverse SaaS product portfolio (Customer Service Software, Marketing Automation, AI Chatbots, CDPs), driving significant market penetration within retail and hospitality sectors.
- Executed **Account-Based Marketing (ABM)** strategies, identifying key target accounts via ZoomInfo, resulting in a **\$15M** pipeline contribution and **\$5M** closed-won revenue through tailored campaigns for Mid-Market to Enterprise clients.
- Developed and implemented over 30 integrated marketing campaigns, leveraging tailored outreach emails (**100+**), persuasive call scripts (**40+**), and (**20+**) compelling marketing materials (white papers, infographics) to enhance customer engagement and lead generation (**from ~50 to ~100 leads/week**).
- Designed and delivered virtual and in-person sales training programs, showcasing end-to-end user experience, product features, and industry-specific use cases, significantly improving sales team effectiveness and product understanding.
- Led collaborative initiatives with 5+ cross-functional teams (Sales, Marketing, Customer Success, Engineering, Technical Consulting), influencing product feature enhancements that significantly improved carrier relationships with major mobile operators (Vibes, Bandwidth, Infobip, Sinch, Meta, Google, Apple) by increasing traffic volumes and enhancing data quality, fostering efficient and beneficial collaboration.
- Elevated CM's market standing by planning and hosting 10+ monthly webinars and 3+ annual industry trade shows (e.g., Enterprise Connect, Channel Partners, Retail Innovation Conference & Expo), positioning CM.com as a thought leader in conversational commerce.
- Partnered with diverse product, engineering, and sales teams (typically 3-5 members, including senior engineers and product leads) to devise data-backed project blueprints, maintaining platform compliance and production timelines, which enhanced the efficiency of the sales/marketing process.

Product Manager, North American Portfolio 2021 - 2022

- Evaluated the competitive SaaS landscape to identify and introduce new features and products for the North American portfolio, securing executive commitment for resource allocation and validation through monthly win/loss analysis.
- Developed comprehensive product marketing roadmaps, GTM strategies, SWOT analyses, buyer personas, and value propositions in collaboration with Sales, Marketing, and Product stakeholders.
- Designed an automated campaign registry tool (using Balsamiq) for customers to streamline 10-DLC campaign submissions within CM's environment, improving efficiency and compliance.

Sales Development Manager, North American 2020 - 2021

- Created and implemented sales strategies and processes, defined key performance indicators (KPIs), and selected sales tools for sales teams, optimizing lead qualification and conversion.
- Developed sales scripts, presentations, and training materials for Sales Development Representatives, enhancing prospecting effectiveness.
- Exceeded personal sales quota by **150%** QoQ, while coaching a team of 5-7 Sales Development Representatives 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