

PETER R KURKOWSKI

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Education: M.A. Industrial & Organizational Psychology; Iona University
AWS Certified Cloud Practitioner
Certified Scrum Master

PROFESSIONAL SUMMARY

Experienced GTM intelligence and product marketing professional with a proven track record in driving growth and optimizing market positioning. Expertise in competitive intelligence, product launches, and sales enablement. Successfully led GTM initiatives at Evolv AI and Heap, achieving significant increases in MQLs, new logo growth, and competitive win rates. Skilled in strategic planning, market research, and cross-functional collaboration.

SKILLS

Go-To-Market Strategy	Competitive Intelligence	Product Marketing
Sales Enablement	Market Research	Product Led Growth
Pricing & Packaging	Business Intelligence	Strategic Planning
Cloud Technologies	Behavioral Analytics	Marketing

EXPERIENCE

Director, GTM Intelligence & Product Marketing **11/2023 – 6/2024**
Evolv AI **8 Months**

Actively recruited by executive leadership to spearhead GTM intelligence and product marketing efforts, significantly increasing MQLs and conversions through a redefined GTM strategy.

- Developed and implemented a PLG strategy, resulting in a 450% increase in MQLs by the second month.
- Redesigned pricing and packaging, creating a free trial version that boosted conversions by 207% in the first month.
- Played a key role in executive leadership meetings, presenting findings and recommendations to influence strategic direction and business priorities.
- Implemented rigorous market research methodologies, including surveys and interviews, to gather insights and validate strategic initiatives.
- Pioneered process improvements that increased efficiency and collaboration among teams, driving better alignment and faster decision-making.
- Conducted market research and competitive intelligence to inform strategic decisions.
- Established new internal processes across sales, product & marketing including the product roadmap, sales and marketing materials, marketing messaging houses and product briefs.

Product Marketing Manager

Heap

5/2022 – 11/2023

1 Year 7 Months

Brought in by PMM and Marketing leadership to own and drive competitive intelligence and to refine sales conversions, leading to significant new logo growth and dramatic increase in competitive win rates.

- Took a competitive win/loss program from 40% win rate to 72% against our top three competitors over 6 quarters helping raise series D funding.
- Successfully executed seven key product launches, leading to a 28% rise in new customer acquisitions.
- Aligned teams across sales, marketing and product to ensure successful go-to-market execution.
- Built and streamlined internal processes, including the development of EPD briefs to communicate feature value propositions and a messaging house for consistent market communication.
- Developed and executed integrated marketing campaigns and sales enablement content.
- Collaborated with product teams to design and develop new analytics features.

Director, Solutions Marketing

Sr. Solutions Architect

Sr. Technical Account Manager

Scuba Analytics

2/2022 – 5/2022

5/2018 – 2/2022

10/2017 – 5/2018

4 Years 8 Months

Developed and executed go-to-market strategies, product marketing, and technical support initiatives, driving customer engagement and product adoption.

- Conceptualized and developed a public-facing demo environment, increasing customer engagement.
- Managed the creation of a Community Page with a knowledge base, certification program, and interactive training content.
- Led the Free + Pay-As-You-Go project, allowing customers to deploy their own Scuba versions.
- Partnered with product teams to develop PRDs and prioritize features.
- Enabled sales success through tailored discovery strategies and demo content, enhancing customer engagement and satisfaction.
- Managed the customer pre-sales lifecycle, ensuring successful POCs.
- Developed training programs to help customers realize the full potential of Scuba.
- Provisioned and managed AWS and Azure environments for customer evaluations.

Analytics & Technical Account Manager

Microsoft (Ernst & Young Advisory Services)

11/2013 – 10/2017

4 Years

Led internal adoption and retention initiatives for proprietary web marketing tools, reducing support needs and enhancing user satisfaction.

- Developed a sample website to showcase best practices and reduce support outreach.

- Created training tools, videos, and documentation for internal and client use.
- Collaborated with product development to update and replace tagging technology.
- Conducted ongoing QA and provided product feedback to ensure quality.

Data Management Analyst

ComScore

8/2012-11/2013

1 Year 4 Months

Ensured data accuracy and quality in the Mobile Product Database, supporting product development and customer success.

- Managed data accuracy and supported Customer Success with data-related queries.
- Conducted regular QA and QC to maintain product quality.

FOREX Market Analyst

Ibella Group

5/2012 – 1/2013

9 Months

Improved the accuracy of proprietary stock trading software through data analysis and strategy development.

- Developed statistically significant trading strategies based on data analysis.
- Trained employees on trading strategies and performance metrics.

Survey Data Analyst

Sirota Survey Intelligence

5/2008 – 10/2012

1 Year 7 Months

Provided expertise in employee satisfaction survey design and analysis, contributing to business growth and client insights.

- Analyzed qualitative and quantitative survey data to identify business problems.
- Developed strategies to quantify and address client friction points.
- Supported business growth through partner referral programs.

