Nathan Davis

Expert Product Marketeer
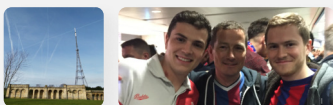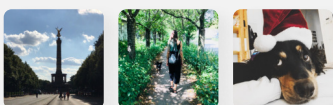
Email **LinkedIn**

- ✓ 4 years of marketing experience
- ✓ 7 years of professional experience
- ✓ Expert in product marketing
- ✓ Strong background in B2B software
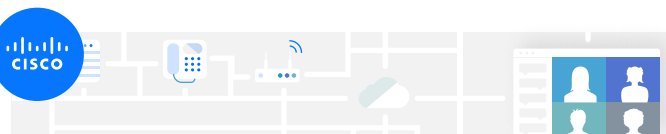- ✓ BSc in Economics & Mathematics

A bit more about me

Born and raised in South London

Moved to Berlin in 2016 with my partner and puppy

Love travelling the world, experiencing nature and great food

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Industry leader in collaboration and networking technology

Project Manager, Digital Strategy   Jun 2015 - Mar 2017

I specialized in innovative technologies that enable Cisco's sales team. I scouted innovative startups and ran proof-of-concepts in the area of digital selling. I also managed major transformational projects in account management and sales forecasting; and contributed to the development of Cisco's digital sales strategy.

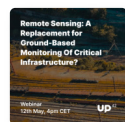**A developer platform and marketplace for geospatial insights**

### Product Marketing Manager   Jun 2020 - Present

Led website redevelopment and use case ideation

Through competitor research, product interviews, and engagement with business development, developed new product positioning and built content, and executed campaigns around key use cases.

Developed "Built with UP42" webinar series

Partnered with high-profile developers, customers, and partners to execute technical webinars aimed at both lead gen and brand awareness, achieving an average of greater than 1000 registrations.
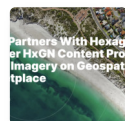
Executed >10 partner marketing initiatives

Utilized existing and new partnerships to integrate co-marketing into our marketing strategy, tapping into the audience and credibility of prominent industry leaders through joint marketing campaigns.
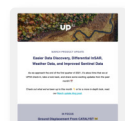
Created an end-to-end product engagement strategy

Refreshed UP42's existing product onboarding to drive key actions outlined by the product teams and identified by the BI team as those most likely to drive conversion, revenue, and product stickiness.
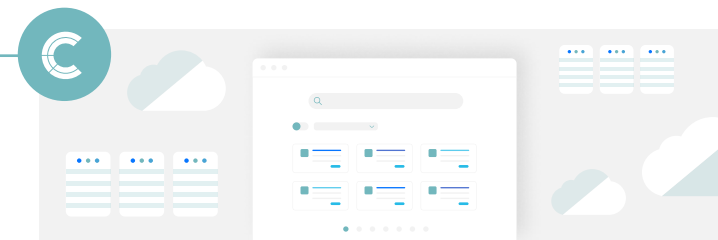
Data catalog enabling enterprises to centralize and manage their data landscape

Customer Solutions Architect   Mar 2017 - Aug 2017

I was responsible for selling, managing, and delivering bespoke data science-driven customer solutions in various industries, from insurance to telecommunications. The role combined strategic thinking to develop concepts with customers and manage data science or engineering resources to deliver the project efficiently.

### Senior Marketing Manager   Aug 2017 - Apr 2018

I developed Contiamo's marketing strategy during our growth from 15 to 35 people. I am responsible for all marketing and website content and design. Further, I develop written content and product release comms that distill our platform's complexity for easy consumption by different target personas.

Product Marketing Lead   Apr 2018 - Jun 2020

I set up Contiamo's product marketing function from scratch, working at the intersection between product development, sales, and marketing. I was responsible for shaping product direction and communication of product capabilities, bringing in insights from customer feedback, market research, and campaign metrics.

I contribute heavily to product management but ensure all product development is conducted with the route to market in mind. The development of market positioning and communication of new features through sales and marketing is key to successful product marketing.
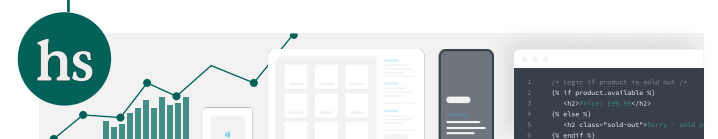
Handshake - A better way to buy wholesale

Senior Product Marketing Manager

What could we achieve together?

- ✓ Successfully drive demand and quality supply side adoption of the marketplace.
- ✓ Feed superior understanding of the users into the product development process.
- ✓ Beat competition of traditional wholesalers, marketplaces, and companies like Faire.
- ✓ Build on Handshake's brand through best-in-class content, comms, and events.

Key skills

Storytelling

I love taking complex concepts and crafting them into a cohesive and engaging story. Value and narrative should integrate features, not the other way around.

Technical copywriting

Surface-level technical copy is the fast-track way of losing credibility with developers. I know when we need to delve into the details and how to communicate succinctly with substance.

Cross-functional communication

Operating at the intersection of marketing, sales, product, and customer success, I thrive in balancing the often-competing priorities of these different organizational functions.

Problem solving

'Move fast and break things' may be VC babble, but in many cases, it rings true. And when things break, or challenges arise, I rise to them to solve problems fast and effectively.

User advocacy

Empathy is perhaps the most critical skill for a product marketeer. I don't need to be a merchant to understand and advocate for them. I put myself in their shoes, listen, and relay their needs.

Coding (CSS, HTML, JS, Python)

I'm not afraid to get my hands dirty, write some code, and put myself into our users' shoes in order to truly understand their pain points and position our product as the solution.

Market and competitor analysis

No company operates in a vacuum, although many operate as if they are. I enjoy leading the charge in pulling everyone out of that vacuum, bringing realism to where we stack up in the market.

Project management

Product marketing is somewhat of a hybrid role, where managers must wear many hats. I bring diligence and laser-focused project management to a role where you often find yourself juggling a lot.

Why Shopify?

Product experience

Every time that I've interacted with a Shopify store has been overwhelmingly positive. There's that moment of relief when you reach the checkout and find that the website uses Shopify. The buying experience is seamless and as pleasurable as shopping should be.

I want to be part of bringing that experience to more people.

Competition

As a university student, I began an Amazon store to make some extra cash. However, like many sellers, I hit a peak in sales and quickly dropped as Amazon promoted products sold or fulfilled by them. The unfortunate lack of other options for online sales at that time left me powerless.

I appreciate, due to first-hand experience, the power that Shopify is putting into sellers' hands.

Enabling small business

The COVID-19 pandemic has seen many small businesses suffer greatly. Yet, it is highly likely that many more would have perished if it wasn't for the ease of switching to online selling.

Many of my favorite local shops, restaurants, and breweries have been enabled by Shopify's technology and will come out the other side of the pandemic with a stronger diversified business!

Intra- and entrepreneurship

From enabling entrepreneurs through your technology to encouraging employees to start their own Shopify stores, intra- and entrepreneurship clearly run deep at Shopify.

The entrepreneurial mindset, ability to thrive in uncertainty, and celebrate risk-taking are all firmly within my wheelhouse. I feel closely aligned with the values that Shopify holds.