

Jonathan E Cowperthwait

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Top-performing, insightful Head of Marketing with 15+ years of experience in overseeing key initiatives for multiple technology brands. Strong background in positioning, messaging, and go-to-market strategy to maximize awareness and revenue. Expert at driving innovative brand awareness initiatives and improving both thought leadership and market share. A natural motivator and mentor with exceptional leadership skills.

Cube Dev, Inc. | San Francisco, CA

Head of Marketing | 2021 to 2023

- Oversaw B2B marketing for a cloud data tool from the company's commercial launch
- Partnered with product, sales, and company leadership staff to engineer product identities, positioning, messaging, and go-to-market strategies
- Managed development and implementation of product and feature launch campaigns
- Augmented product awareness through consistent focus on demand generation, sales enablement, and developer relations content
- Grew a marketing organization from its first hire

self-employed | San Francisco, CA

Marketing Consultant | 2020 to 2021

- Collaborated with a leading cloud logistics vendor to create and implement product marketing and channel strategy during the company's pivot to a new market segment
- Created product and channel partnership programs targeting new markets
- Orchestrated seamless planning of re-launch of a company's API product
- Worked closely with an advanced analytics and data science technology vendor to deploy product identities, positioning, messaging, and go-to-market activities
- Optimized marketing and product research by originating a customer advisory board program

npm, Inc. (acquired by GitHub) | Oakland, CA

Vice President of Marketing | 2015 to 2019

- Led B2B and developer marketing strategy for the world's largest registry of open-source software
- Recruited and led a team of 10 employees and vendors to deliver long-term projects and work across brand and product identities, positioning, messaging, and go-to-market strategies
- Orchestrated engaging initiatives and activities, attaining 12,400% growth in registry usage, 2600% SaaS revenue growth, and 300% year-over-year enterprise revenue growth
- Oversaw all user, media, and analyst communications to establish and augment brand recognition

Leeo | Palo Alto, CA

Senior Marketing Manager | 2014 to 2015

- Developed brand awareness of an IoT hardware product while monitoring \$2 million multi-channel advertising program
- Launched sales of company's product through a variety of marketing techniques including marketing communications, advertising networks, and social media campaigns
- Led planning, development, and review of analytics to track consumers through every lifecycle stage
- Prepared requirements and oversaw instrumentation for content management systems, marketing service providers, advertising networks, social media, and mobile applications

awe.sm (acquired by Unified Social) | San Francisco, CA

Senior Product Marketing Manager | 2011 to 2014

Product positioning, messaging, and go-to-market for an API platform and SaaS offerings.

- Established all marketing functions as the first non-technical hire at an analytics technology firm
- Crafted marketing strategies for an API platform and SaaS offerings
- Rendered oversight of seamless launch of content marketing and channel programs
- Championed implementation of marketing automation, analytics, business intelligence, and CRM tools

Spiralgroup Marketing and Public Relations | San Francisco, CA

Director | 2008 to 2011

- Envisioned, designed, and executed messaging, positioning, and content marketing for technology and consumer brands
- Instituted client-facing and internal monitoring and analytics tools
- Formulated media and analyst relations programs

Additional experience

Crime Fiction Pictures | Executive Producer and Managing Partner

Killian & Company Advertising | Account Executive / Interim Manager of Operations

Core competencies

Product marketing, corporate communications, strategic leadership, go-to-market strategy & execution, corporate branding, positioning, and brand management, digital marketing, growth marketing, team building & mentoring

Education**The University of Chicago | Chicago, IL**

Bachelor of Arts in Political Science

Organizations**The Julia Burke Foundation**

Member, Board of Directors

San Francisco Civil Grand Jury

Civil Grand Juror and Corresponding Secretary

Certification**International Organization for Standardization**

ISO 3103