

DAVID
ESBIN

Senior marketer and strategist with 7 years of progressive experience in technology and product industries. Extensive experience managing global product launches, defining messaging, and enabling sales hypergrowth.

EDUCATION

Bachelor of Science, Genetic Biology, 2010
Purdue University West Lafayette, IN

Relevant coursework: Marketing Management, Business Writing, Computer Science, Advanced Statistics

SKILLS

MARKETING

Go-To-Market Strategy & Execution,
Positioning & Messaging, Customer &
Market Research, Sales Collateral

SOFTWARE

Google Analytics & AdWords, SFDC,
HubSpot, MailChimp, Keynote &
Pages, Adobe Ps, Id & Lr

EXPERIENCE

PILOT44

*sr. manager, product marketing &
strategy*

2017 – present

Leading marketing and managing
strategy for bluechip technology
innovation lab.

- Building new enterprise and
consumer tools for Procter & Gamble,
Gore, Nestle, & NBC Universal.

- Focused on building business plans,
GTM strategies, and building new
technology pilots using deep Silicon
Valley network and technology
expertise.

SAMSARA

product marketing lead

2016 – 2017

Led product marketing at Andreessen
Horowitz-backed enterprise SaaS
rocketship.

- Built company's sales tools, including
case studies, product blog, webinars,
datasheets, and pitch decks.

- Launched company's flagship sensor
product, including market research,
messaging, and leading the GTM.

- Efforts resulted in company growth
from \$1M to \$10M ARR.

EXPERIENCE
CONT'D

BRANDWATCH

product marketing manager

2014 – 2016

Led product and partnership marketing for enterprise social analytics SaaS company.

- Restructured and launched enterprise command center product, accelerating revenue growth to 190% y/y.

- Ran comprehensive GTM strategies for additional 2 products and 6 features, including segmentation research, positioning, launch strategy, and sales enablement.

PROCTER & GAMBLE

product and marketing roles

2010 – 2014

Started and led Scientific Communications team at Duracell.

- Scaled kitchen-logic methods, presentations, and sales collateral to exploit benefits vs. competition.

- Pitched extensively to retail execs, including leadership at Wal-Mart, Costco, Target, and international retailers.

- Conceptualized, acquired funding for, and managed development of 2 new mobile apps in cosmetics organization.