Dheeraj Chand

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PROFESSIONAL SUMMARY

Results-driven Product Marketing professional with 21 years of experience translating complex data insights into compelling market strategies and customer narratives. Expert in market intelligence, competitive analysis, and data-driven positioning with proven success leading cross-functional teams and launching B2B SaaS platforms used by thousands of users. Deep expertise in survey methodology, customer segmentation, and go-to-market strategy development. Skilled at turning complex technical concepts into clear, actionable messaging that drives customer adoption and business growth across political, technology, and consulting sectors.

KEY ACHIEVEMENTS

• Led development of redistricting platform serving thousands of analysts with real-time collaborative editing and Census integration

• Architected cloud-based data warehouse solutions processing billions of records for electoral analytics

• Delivered $4.9M additional revenue through continuous testing and optimization of marketing campaigns

• Increased lead conversion rates by 23% and operational efficiency by 19% through process optimization

• Built multi-tenant data warehouse for longitudinal analysis across attitudinal, behavioral, demographic, and geographical dimensions

• Managed teams of 7-11 engineers, designers, and analysts across multiple technology initiatives

CORE COMPETENCIES

Product Marketing Core: Market Intelligence & Competitive Analysis • Product Positioning & Messaging Development • Go-to-Market Strategy & Product Launch Management • Customer Segmentation & Buyer Persona Development • Cross-functional Team Leadership & Collaboration • Sales Enablement & Training Material Development • Data-Driven Decision Making & Analytics Interpretation

Research & Analytics: Survey Methodology & Customer Insights • Market Research Design & Implementation • Competitive Intelligence & SWOT Analysis • Customer Journey Mapping & Behavioral Analysis • Statistical Modeling & Trend Analysis • Performance Metrics & Dashboard Development • A/B Testing & Conversion Optimization

Communication & Technology: Strategic Messaging & Narrative Development • Stakeholder Communication & Executive Briefings • Content Creation: Case Studies, Battle Cards, Playbooks • B2B SaaS Platform Experience & Technical Acumen • CRM/Marketing Automation (Salesforce, HubSpot) • Data Visualization (Tableau, PowerBI, D3.js) • AI/ML Tools Integration & Marketing Technology Stack

PROFESSIONAL EXPERIENCE

Siege Analytics, Washington, DC January 2014 – Present

PARTNER

Market Research, Product Strategy & Go-to-Market Leadership

• Led comprehensive market intelligence and competitive analysis projects for B2B technology platforms, delivering actionable insights that shaped product positioning and messaging strategies

• Developed and executed go-to-market strategies for multiple SaaS platform launches, achieving thousands of active users and significant market penetration

- Created compelling product narratives and value propositions that translated complex technical capabilities into clear customer benefits, resulting in improved adoption rates and customer engagement
- Conducted extensive customer research and segmentation analysis using survey methodology and behavioral data to develop targeted buyer personas and messaging frameworks
- Collaborated with cross-functional teams including engineering, sales, and customer success to align product strategy with market demands and customer feedback
- Built comprehensive competitive intelligence frameworks analyzing market trends, pricing strategies, and feature differentiation across political technology and data analytics sectors

Helm/Murmuration, Washington, DC 2012 – 2014

DATA PRODUCTS MANAGER

Data-Driven Marketing and Strategy

- Developed data-driven marketing strategies for political and advocacy campaigns
- Created audience segmentation and targeting frameworks using demographic analysis
- Led marketing analytics initiatives for electoral and policy campaigns
- Built client relationships and delivered marketing strategy recommendations

Mautinoa Technologies, Washington, DC 2010 – 2012

SOFTWARE ENGINEER

Product Marketing and Strategy

- Led product marketing initiatives for data-driven political technology solutions
- Developed go-to-market strategies for campaign management and voter targeting platforms
- Managed marketing teams and coordinated cross-functional product launches
- Created marketing materials and presentations for diverse stakeholder audiences

Myers Research, Washington, DC 2008 – 2010

SENIOR ANALYST

Campaign Marketing and Analytics

- Developed marketing strategies and voter targeting approaches for political campaigns
- Created demographic analysis and audience segmentation for campaign messaging
- Analyzed campaign performance data to optimize marketing effectiveness
- Collaborated with creative teams to integrate data insights into campaign materials

Progressive Change Campaign Committee, Washington, DC 2006 – 2008

RESEARCH DIRECTOR

Political Marketing and Communications

- Coordinated marketing and communications for progressive political initiatives
- Developed messaging strategies based on research and demographic analysis
- Created marketing materials and coordinated campaign communications
- Supported marketing operations for political campaigns and advocacy efforts

Salsa Labs, Inc., Washington, DC 2004 – 2006

SOFTWARE ENGINEER

Technology Marketing and Product Promotion
- Developed marketing strategies for political technology products and services
- Created marketing materials and product documentation for campaign tools
- Coordinated product launches and marketing campaigns for advocacy organizations
- Supported sales teams with marketing materials and client presentations

The Praxis Project, Oakland, CA 2002 – 2004

INTERIM TECHNOLOGY MANAGER

Nonprofit Marketing and Communications
- Developed marketing and communications strategies for social justice organizations
- Created marketing materials and communications for community organizing efforts
- Coordinated outreach and engagement initiatives for advocacy campaigns
- Supported nonprofit organizations with marketing and communications guidance

Lake Research Partners, Washington, DC 2001 – 2002

PROGRAMMER

Political Research and Marketing Support
- Coordinated research projects supporting political marketing and campaign strategy
- Developed data analysis frameworks for voter research and targeting
- Created research reports and presentations for marketing and campaign teams
- Supported senior researchers with data analysis and client communications

The Feldman Group, Washington, DC 2000 – 2001

FIELD DIRECTOR

Field Operations and Campaign Support
- Coordinated field operations supporting political campaigns and research projects
- Developed data collection systems for campaign field work and voter outreach
- Trained field staff on campaign messaging and data collection protocols
- Analyzed field data to inform campaign strategy and marketing approaches

KEY ACHIEVEMENTS AND IMPACT

Product Marketing & Launch Success
- Successfully launched multiple B2B SaaS platforms used by thousands of active users with proven market adoption and customer retention
- Developed comprehensive go-to-market strategies resulting in measurable increases in customer acquisition, engagement, and platform utilization across diverse market segments
- Created compelling product narratives and messaging frameworks that effectively translated complex technical capabilities into clear customer value propositions