

# 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.

## 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

### ***PARTNER & STRATEGIC CONSULTANT - Siege Analytics, Washington, DC | January 2014 – Present***

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

### ***PRINCIPAL MARKETING CONSULTANT - Clarity and Rigour, Washington, DC | 2012 – 2014***

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

### ***DIRECTOR OF MARKETING - Helm, Washington, DC | 2010 – 2012***

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

### ***SENIOR MARKETING ANALYST - GSD&M, Austin, TX | 2008 – 2010***

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

### ***MARKETING COORDINATOR - Progressive Change Campaign Committee, Washington, DC | 2006 – 2008***

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

### ***MARKETING SPECIALIST - Salsa Labs, Inc., Washington, DC | 2004 – 2006***

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

### ***COMMUNICATIONS COORDINATOR - The Praxis Project, Oakland, CA | 2002 – 2004***

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

### ***RESEARCH COORDINATOR - Lake Research Partners, Washington, DC | 2001 – 2002***

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

### ***FIELD COORDINATOR - The Feldman Group, Washington, DC | 2000 – 2001***

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