

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 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

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 | PARTNER January 2014 – Present

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

- Led comprehensive market intelligence and competitive analysis projects for B...
- Developed and executed go-to-market strategies for multiple SaaS platform lau...
- Created compelling product narratives and value propositions that translated ...

Helm/Murmuration, Washington, DC | DATA PRODUCTS MANAGER 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 anal...
- Led marketing analytics initiatives for electoral and policy campaigns

Mautinoa Technologies, Washington, DC | SOFTWARE ENGINEER 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...
- Managed marketing teams and coordinated cross-functional product launches

Myers Research, Washington, DC | SENIOR ANALYST 2008 – 2010

Campaign Marketing and Analytics

- Developed marketing strategies and voter targeting approaches for political c...
- Created demographic analysis and audience segmentation for campaign messaging
- Analyzed campaign performance data to optimize marketing effectiveness

Progressive Change Campaign Committee, Washington, DC | RESEARCH DIRECTOR 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

Salsa Labs, Inc., Washington, DC | SOFTWARE ENGINEER 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

The Praxis Project, Oakland, CA | INTERIM TECHNOLOGY MANAGER 2002 – 2004

Nonprofit Marketing and Communications

- Developed marketing and communications strategies for social justice organiza...
- Created marketing materials and communications for community organizing efforts
- Coordinated outreach and engagement initiatives for advocacy campaigns

Lake Research Partners, Washington, DC | PROGRAMMER 2001 – 2002

Political Research and Marketing Support

- Coordinated research projects supporting political marketing and campaign str...
- Developed data analysis frameworks for voter research and targeting
- Created research reports and presentations for marketing and campaign teams

The Feldman Group, Washington, DC | FIELD DIRECTOR 2000 – 2001

Field Operations and Campaign Support

- Coordinated field operations supporting political campaigns and research proj...
- Developed data collection systems for campaign field work and voter outreach
- Trained field staff on campaign messaging and data collection protocols