

# Dheeraj Chand

## Professional Title

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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

Your Company Name, Your City, ST | 2005 – 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

*Additional experience and project details available on [LinkedIn](#)*

## 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