DHEERAJ CHAND
Senior Product Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Product Marketing professional with 20+ 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, Austin, TX | 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 including BALLISTA and DAMON, 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

DATA PRODUCTS MANAGER

Helm/Murmuration, Austin, TX | 2021 – 2023

Product Marketing Strategy & Cross-Functional Team Leadership

- Led product marketing strategy for enterprise data platform targeting political organizing and issue advocacy markets, managing go-to-market initiatives from conception to launch
- Directed market research and customer insights programs across 11-person cross-functional team, developing comprehensive buyer personas and customer journey mapping
- Created and delivered sales enablement materials including product positioning documents, competitive battle cards, and customer case studies that improved conversion rates
- Established product messaging frameworks and value proposition development processes, significantly improving market positioning and customer acquisition efficiency
- Developed comprehensive competitive analysis and market intelligence capabilities, providing strategic insights that guided product roadmap and positioning decisions
- Trained and mentored team members on market research methodologies, customer segmentation techniques, and data-driven decision making processes

ANALYTICS SUPERVISOR & MARKET STRATEGIST

GSD&M;, Austin, TX | 2018 – 2019

Customer Intelligence & Market Segmentation Leadership

- Transformed traditional market research operations into advanced customer intelligence platform, implementing data-driven segmentation and targeting strategies for Fortune 500 clients
- Led customer behavior analysis and market segmentation initiatives for major accounts including US Air Force, Southwest Airlines, and Indeed, delivering actionable insights for strategic positioning
- Developed comprehensive customer journey mapping and behavioral clustering methodologies that improved targeting effectiveness by 40% across multiple product lines
- Created executive dashboards and market intelligence reports that informed strategic decision-making and product positioning for multi-million dollar advertising campaigns
- Implemented agile methodology and cross-functional collaboration frameworks that improved project delivery timelines and stakeholder alignment

SOFTWARE ENGINEER & PRODUCT STRATEGIST

Mautinoa Technologies, Austin, TX | 2016 – 2018

B2B SaaS Product Development & Market Validation

- Conceived and executed complete product development lifecycle for SimCrisis B2B SaaS platform, from market research and competitive analysis through launch and customer acquisition
- Conducted extensive market validation and customer development interviews with international NGO leaders (UNICEF, IFRC) to refine product-market fit and messaging strategy
- Developed comprehensive go-to-market strategy including pricing models, customer segmentation, and sales enablement materials for humanitarian crisis modeling platform
- Created compelling product narratives and case studies that effectively communicated complex technical capabilities to non-technical stakeholders and decision-makers

SENIOR ANALYST & MARKET RESEARCHER

Myers Research, Austin, TX | 2012 – 2014

Customer Research & Product Marketing Strategy

- Led comprehensive market research initiatives and customer segmentation analysis for B2B research platform RACSO, managing full product marketing lifecycle from research to launch
- Designed and implemented advanced survey methodologies and customer feedback systems that informed product positioning and feature development decisions
- Created detailed competitive analysis and market intelligence reports analyzing 1,200+ vendor solutions to guide strategic positioning and differentiation strategies
- Developed customer personas and market segmentation frameworks that improved targeting accuracy and customer acquisition effectiveness for specialized market segments

RESEARCH DIRECTOR & PRODUCT MANAGER

Progressive Change Campaign Committee, Austin, TX | 2011 – 2012

Product Launch Strategy & Market Intelligence Leadership

- ■ Directed complete product development and marketing strategy for FLEEM platform launch, achieving thousands of simultaneous user deployments through effective go-to-market execution
- ■ Led comprehensive market research and competitive intelligence programs that informed product positioning and messaging strategies for political technology sector
- ■ Developed innovative customer acquisition and engagement strategies utilizing data-driven insights and behavioral analysis to optimize conversion rates and user adoption
- ■ Created foundational market intelligence infrastructure later adopted by major industry organizations, demonstrating lasting impact on market research methodologies

Additional experience and project details available on LinkedIn

KEY ACHIEVEMENTS AND IMPACT

Product Marketing & Launch Success

- ✓ Successfully launched multiple B2B SaaS platforms (BALLISTA, DAMON, SimCrisis, RACSO) 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

Market Intelligence & Research Leadership

- ✓ Led market research initiatives analyzing thousands of competitive solutions and customer segments, providing strategic insights that guided product development and positioning decisions
- ✓ Established comprehensive competitive intelligence frameworks and customer feedback systems that informed strategic decision-making across multiple product lines
- ✓ Regular expert testimony and consultation on market research methodologies for industry leaders, journalists, and organizational stakeholders

Cross-Functional Leadership & Collaboration

- ✓ Successfully managed cross-functional teams up to 11 professionals, fostering collaboration between engineering, sales, and marketing teams to achieve strategic objectives
- ✓ Developed and delivered comprehensive training programs and enablement materials that improved team performance and customer-facing capabilities
- ✓ Proven track record of stakeholder communication and executive briefings, consistently translating complex market insights into actionable strategic recommendations