

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