

# 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