

# 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