**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.

## 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, Washington, DC | January 2014 – 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

### PRINCIPAL MARKETING CONSULTANT - Clarity and Rigour, Washington, DC | 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 analysis

• Led marketing analytics initiatives for electoral and policy campaigns

• Built client relationships and delivered marketing strategy recommendations

### DIRECTOR OF MARKETING - Helm, Washington, DC | 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 platforms

• Managed marketing teams and coordinated cross-functional product launches

• Created marketing materials and presentations for diverse stakeholder audiences

### SENIOR MARKETING ANALYST - GSD&M, Austin, TX | 2008 – 2010

Campaign Marketing and Analytics

• Developed marketing strategies and voter targeting approaches for political campaigns

• Created demographic analysis and audience segmentation for campaign messaging

• Analyzed campaign performance data to optimize marketing effectiveness

• Collaborated with creative teams to integrate data insights into campaign materials

### MARKETING COORDINATOR - Progressive Change Campaign Committee, Washington, DC | 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

• Supported marketing operations for political campaigns and advocacy efforts

### MARKETING SPECIALIST - Salsa Labs, Inc., Washington, DC | 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

• Supported sales teams with marketing materials and client presentations

### COMMUNICATIONS COORDINATOR - The Praxis Project, Oakland, CA | 2002 – 2004

Nonprofit Marketing and Communications

• Developed marketing and communications strategies for social justice organizations

• Created marketing materials and communications for community organizing efforts

• Coordinated outreach and engagement initiatives for advocacy campaigns

• Supported nonprofit organizations with marketing and communications guidance

### RESEARCH COORDINATOR - Lake Research Partners, Washington, DC | 2001 – 2002

Political Research and Marketing Support

• Coordinated research projects supporting political marketing and campaign strategy

• Developed data analysis frameworks for voter research and targeting

• Created research reports and presentations for marketing and campaign teams

• Supported senior researchers with data analysis and client communications

### FIELD COORDINATOR - The Feldman Group, Washington, DC | 2000 – 2001

Field Operations and Campaign Support

• Coordinated field operations supporting political campaigns and research projects

• Developed data collection systems for campaign field work and voter outreach

• Trained field staff on campaign messaging and data collection protocols

• Analyzed field data to inform campaign strategy and marketing approaches

## 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