**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

## 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