



TOP 100 PRODUCT MARKETING INFLUENCERS

2021 REPORT



Product Marketing
Alliance

2021's Top 100 Product Marketing Influencers

Aaand we're back!

Every year, we at Product Marketing Alliance ask the product marketing community to nominate those within the industry who inspire them and have had a profound impact on their career. This year, our lineup is looking particularly magical.

And, honestly, the term 'influencer' is underselling it. These product marketing pros have shone brightly, lead the way for future PMMs and helped build an industry that will continue to impress, engage, and motivate.

We just can't get enough of them! So, we won't keep you waiting any longer- here are 2021's top 100 product marketing influencers.

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Director of Product Marketing at Avast

Phill Agnew

Senior Product Marketer at Hotjar



Phill's a Senior Product Marketer at Hotjar, host of Nudge, the marketing science podcast, that helps PMMs understand the science behind good marketing, and ambassador at PMA.

He has described himself as a keen writer and avid public speaker, with specific interests in product marketing, brand development and entrepreneurialism.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Think of yourself like you would a product you're marketing. Like products, there are lots of other influencers out there and you'll need to cut through the noise, differentiate yourself, and offer USPs that others can't, to appeal to your target market. Document what you plan to create, what value it provides, how it's better than others who accomplish that job, and who you're uniquely positioned to help.

Oh, and start now. Traction takes time. There are no overnight wins, so hurry up!

Why's product marketing important to you, and what does a good product marketer look like?

The product marketing role is one of the few individual contributor roles that deal with company-wide strategy. From product development, go-to-market strategy, and even M&A discussions, product marketers tend to get involved. That's why I love it.

A good product marketer's empathetic. Able to put themselves in the shoes of someone else and see the product through their eyes. Bonus points if you're also a storyteller, data-weaver, experiment-loving practitioner too (no pressure).

Anand Akela

Vice President of Product and Solution Marketing at Nutanix



Anand is the Vice President of Product and Solution Marketing at Nutanix. A seasoned PMM executive, he leads the company's GTM strategy, and product and solutions marketing at the company.

Before joining Nutanix, Anand was VP of product marketing at Tricentis. Earlier Anand worked at CA Technologies, AppDynamics, Oracle, and HP in various product marketing, product management, and engineering roles.

Anand received his MBA from The Fuqua School of Business, Duke University, and a B.S. in Computer Science from Pune University in India.

What are your tips for effective customer-centric marketing?

Here are a few tips for effective customer-centric marketing:

- Invest time in understanding and documenting target personas with their likes, dislikes, challenges, communities they hang out in, etc.

- Develop messaging that addresses the challenges your target personas are facing and support it with proof points to gain their confidence.
- Drive the segmentation strategy, identify the target segments, fine-tune the segmentation criterion and your messages as go to help marketing and sales teams get the best ROI.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I believe that focusing on GTM strategy and having an operating model to execute the strategy is key to success for product marketers.

I've been lucky to develop a successful GTM strategy and prioritized plays to execute the strategy during the last few product marketing roles leveraging the learnings from prior roles.

Erin Anderson

Head of Product Marketing at Ocado



Erin first joined Ocado in 2019 and is responsible for Ocado solutions.

She has over 20 years of experience in tech business development and marketing across the USA and Europe and has worked in start-ups, experiencing an IPO and two acquisitions, as well as working for Google in the UK for a number of years.

Erin has also co-founded an event tech and analytics company that raised over \$1 million and had clients on three continents.

When she's not working, she can usually be found outside either running or hiking, watching her daughters play tennis, and walking her labrador.

"I have worked on project planning towards implementation with Erin and her team. Erin always puts the client at the forefront of delivering services. She is strategic, finds solutions to challenges quickly, and has the foresight to plan and action projects to enable success. It was truly a pleasure collaborating with her."

Karen Bhavani, Innovation and Implementation Manager at MCI Group

"Erin has continually provided great support to BEA in developing and implementing our online Google Ad strategy. As a result of her input and account management we have vastly increased our awareness and consideration to our target customers. Erin is extremely professional and a pleasure to work with."

Paul Bushell, Head of Global Field Marketing at Redis

Marcus Andrews

Director of Product Marketing at Pendo.io



Marcus Andrews is the Director of Product Marketing at Pendo.io where he leads a team of marketers that position products, create go-to-market strategy, and launch products.

Before that, he was a Product Marketing leader at HubSpot and is passionate about product marketing, his family, and basketball.

He's an active member of the larger product marketing community, a writer, and speaker.

What are your tips for effective customer-centric marketing?

Customer insights are the key, but you've gotta go beyond just talking to customers, that's table stakes.

My advice is to get quantitative data on the jobs your happiest customers hired your product to do and ask what they value the most about your product. That's the golden secret to better customer-centric marketing.

What's your product marketing prediction for 2022?

I think product marketing will get more data-driven. Right now, it's too much of an art, and tools and strategies for PMMs are emerging fast.

There are a bunch of new ways for us to become more data-driven and more product marketing from black magic to more of a repeatable science. I think a tech stack for PMMs is coming soon.

Mark Assini

Product Marketing Manager at Jobber



Mark's the current host of the PMA's Product Marketing Life podcast and the go-to-market PMM for invoicing and payments at Jobber.

He holds Honors & Master's degrees from the Ivey Business School at Western University in London, Canada, where he was born, raised, and lives with his wife and two sons.

What advice would you give a marketing professional transitioning into a product marketing role?

Don't be afraid to take things slowly at first. All too often product marketers are thrown into the deep end, expected to deliver from day one.

To set yourself up for success and demonstrate the true value you can bring, take the time you need to deeply understand the company, role, teams, solution, and customer you are serving. Deliver quick wins where possible, but don't let them become the focus of your early days as a product marketer.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Being the lead product marketer on the go-to-market motion for category expansion at Voices was definitely a major highlight. It had all the ups, downs, challenges, and surprises that a product marketer would expect in expanding a company's offering from one service area (voice-over) to four (voice-over, translation, music, and audio production). The entire organization got behind the launch and being a key member of the launch team was an experience I'll not soon forget.

Syed Azharuddin

Marketing, Strategy, and Growth Manager at Luminous Power Technologies



Syed's a natural thinker with a strategic and analytical mind, generating business insights and strategies after analyzing situations from multiple stakeholder perspectives.

With his all-around experience, he introduces himself as a T-shaped marketer, an incubator, team enabler, and results-driven professional. He's experienced in strengthening Product Categories, nurturing New Businesses, Driving Innovation, and Digital Transformation.

Syed's currently working as a Core Team Member, building the solarbyluminous.com business, and offering rooftop solar solutions to Commercial and Industrial clients.

Leading the IP4 (Inside Sales, Promotion, Portal Management, Partnerships & Alliances, and Process) pillars for his business, Syed manages the solution messaging, positioning, and offering along with product management for the in-house CRM and developing Sales Enablement tools.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I'm from a very strong sales-led organization, where I was able to establish the importance of the product marketing role through dedicated efforts in rallying all the cross-functional stakeholders together. I was therefore awarded the Star Performer in the marketing team for consecutive years in 2018 & 2019.

I also won the Silver award at Schneider's On India Zone awards in 2019 for Digital Innovation in our product. And for launching the customized Funnel module in our in-house CRM and various other features enabling digitization of sales processes, I was recognized with an Extra Mile Award in 2020.

All these efforts led to my selection in a coveted Global Leadership Programme by Schneider Electric from INSEAD Business School in 2020.

Syed Azharuddin

Why's product marketing important to you, and what does a good product marketer look like?

Every product needs advocacy in this world. There's a lot of clutter around us, specifically in the digital world. Product marketing helps you break that clutter and keep your product competitive in the market. You need to provide your customer with one better reason for a user to prefer your product, and then there are so many ways to influence any user.

A good product marketer is very clear about the benefits and strengths of his/her product and understands the competition in & out. They're sharp, analytical, lead with confidence and have an ability to influence their peers, assertive and comfortable taking the back seat when the time comes.

Imtiaz Bellary

Head of Product and Customers at Engati



Engati
Simply Intelligent



Driven by curiosity, simplicity, and impact, Imtiaz's always eager to make a difference with whatever he builds. He's a strong believer and an astute practitioner of coaching/building a team.

Imtiaz leads Product and Customers for Engati, an emerging platform that allows businesses to build and manage omni-channel CX. He works with customers worldwide, understanding their goals/ambitions, building value propositions, and helping to deliver a compelling product offering in the market.

What are your tips for effective customer-centric marketing?

Customer centricity is a theme that companies of all sizes should adopt at all times. In this evolving space of marketing engagement/communications in the digital space, it's absolutely critical to stay relevant and important to your customer.

Here are a few tips that have worked well for me:

Always understand the customer's point of view. Compel yourself to see the problem from the customer's lens. While it's very easy to fall in love with your product/offering/business, to succeed in marketing, it's extremely critical to keep the customer at the forefront. Data-driven marketing is important and should take center stage for decision making.

Define goals, evolution criteria, metrics, and reports for every campaign/initiative that you take. Gather feedback, be critical, and open to imbibe them. Data, when read well, can provide massive insights. Build and publish content/assets that your customers want to read and consume. Aim to help the customers even though you aren't directly promoting the product.

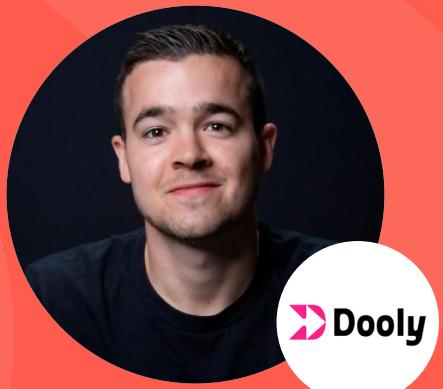
Imtiaz Bellary

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I take immense pride in working with and mentoring aspiring product folks. The energy, enthusiasm that the youngsters exude and the responsibilities that they are willing to take up to build their skill sets are commendable. Apart from that, I have built award-winning products/brands that add a lot of value to customers.

Cody Bernard

Head of Product Marketing at Dooly



Cody Bernard heads up product marketing at Dooly.

He's had his hand in everything from early-stage startups to later-stage enterprises where he's focused on go-to-market strategy, messaging and positioning, product launches, competitive intelligence, and more.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

The personal highlight of my career so far is honestly using my experience in the field to put together a resource for aspiring and seasoned PMMs to learn more about a core pillar of product marketing that I love, product launches. It's led me to conversations with so many amazing people who have helped me become a better product marketer.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing's important to me because I've seen the role evolve over the years from being a nice to have to now a necessity as a primary driver of business success. And that evolution's a result of the amazing people in this report advocating for and growing the brand of PMM.

A good product marketer's equally strategic as they are tactical. They must be able to both define and understand the vision, as well as break it down into an action plan to execute against that'll bring it to fruition.

Meghan Bourne

Senior Product Marketing Manager at Salesforce



Meghan has been on the Salesforce team for over two years, graduating from Product Marketing Manager to Senior Product Marketing Manager after one year and eight months.

"Meghan is an incredibly talented professional and an all around great person. She consistently brought a strategic point of view and a positive attitude to every engagement we worked on together. She did the research, made smart recommendations, presented them well and delivered every time. I learned a lot working with Meghan and if the opportunity presented itself, I'd jump at the chance to work together again!"

Kathy Pelletier, Director of Sales & Marketing at Performance Kitchen Crafted

"I had the pleasure of launching a bestselling book with Meghan, and working closely with her in 2018. She is a details-oriented, team player, who works to understand every situation and then find better ways to do almost everything. As Project Manager for the book launch, Meghan oversaw ordering, distribution, and helped coordinate marketing efforts – but she was more than that! She was the backbone of the team, who ensured things were done with quality, care, and always a sense of fun. Meghan is someone you can really count on, and she's whip-smart."

Sarah Gray, Senior Communications Manager at TELUS

Francisco Bram

Vice President of Marketing at Albertsons Companies



Francisco Bram has dedicated his career to helping organizations find the customer truth, turn on lights, and launch product innovations.

Currently the Vice President of Marketing at Albertsons, Francisco's helping to shape the go-to-market strategy for Albertsons' new Health, Nutrition, Wellness, and Pharmacy products and services.

Francisco's best known for his work at Uber and Siemens. From helping Uber enter new industry verticals, such as Food, Prescription, and Grocery delivery to helping Siemens expand patients' access to care through the launch of disruptive Health tech solutions. Francisco has launched over 30 products globally and when he isn't busy planning his next launch, you can find him connecting with industry peers, sharing experiences with enthusiasm, energy, and passion.

What are your tips for effective customer-centric marketing?

Customer-centric PMMs are relentless in their pursuit of the customer's truth. They work tirelessly to earn customers' trust and business by solving real-world problems. The best way to achieve this is by creating marketing rituals. These rituals help develop meaningful, long-lasting customer-centric habits. These are the rituals I recommend:

1. Every marketing campaign begins and ends with data. The first ritual is to ground the campaign on insights acquired through data science observations or customer research. Just like you would never leave your home without your wallet, or you would never drive without putting your seatbelt on, make it a habit of never launching a campaign without data insights.

Francisco Bram

- 2 Test, iterate and test again. Experimentation is to marketing what pilots are to product. Most marketing experiments are ineffective; that's because they lack scientific rigor and hypothesis-driven testing. PMMs should define a series of hypotheses based on data insights, then validate or disprove them through customer focus groups or A/B tests. Each experiment brings PMMs one step closer to getting a pulse on how consumers interact with brands.
- 3 Build an advisory customer panel or community. Most brands focus on transactional relationships and are only interested in talking to customers when they launch a product or when customers complain and are ready to leave. Imagine a relationship where your partner only spoke to you when you first met and during a breakup. PMMs should make a habit of frequently engaging with customers, this'll help build meaningful relationships and help keep Marketing grounded.

These rituals will promote positive behaviors that quickly become automated habits.

Eve Brill

Director of Product Marketing at Farfetch



Eve leads the creation and delivery of Farfetch's B2B product communications to the world's biggest luxury brands and boutiques that transact on the Farfetch platform.

With 18 years of experience in global marketing communications, Eve's a creative-led marketeer and a passionate advocate for raising the profile of product marketing within the London tech industry.

This accolade aside, what's been the personal highlight in your product marketing career so far?

Watching my team triple in size over the last year as we effectively demonstrate the impact of PMM across the Farfetch business.

Why's product marketing important to you, and what does a good product marketer look like?

It's the meeting point between product, customer, and brand. As product marketers, we are in a unique position to combine insight from these areas of the business to deliver strategic, intelligent communications.

I think the best PMMs have an excellent grasp of product development, customer need, and business strategy and have the creative ability to distill this knowledge into simple and effective communications.

Jennifer Bunting

Head of Product Marketing for EMEA & LATAM at LinkedIn



LinkedIn



Jen's the Head of Product Marketing for EMEA & LATAM at LinkedIn, where she's responsible for leading the launch and adoption of digital ad products, research, customer success initiatives, and sales enablement.

Outside LinkedIn, Jen's a London Ambassador for the Product Marketing Alliance and sits on the Social Steering Group for the IAB UK.

With over 20 years of experience, Jen has worked at the forefront of some of the biggest innovations in digital advertising across online publishing, mobile, user-generated content, and social media. She has extensive first-hand experience leading global and regional GTMs having lived in the US, Australia, and now the UK.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Being listed as a PMM influencer's an honor, yet it wasn't something I set out to do deliberately. The themes that I share with fellow PMMs are not designed to get a million likes. I focus on providing value by sharing my experiences

and learnings – or my hopes for a future where products and marketing are more inclusive.

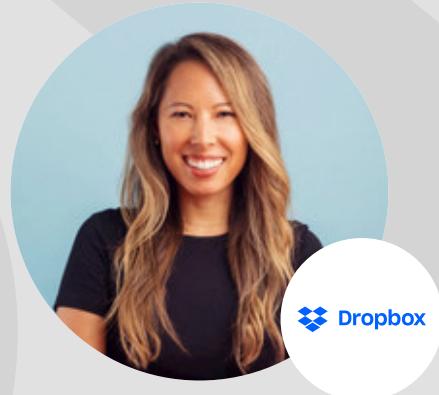
With that in mind, my advice is to be yourself (even if you're an introvert, like yours truly). To me, influencers inspire deeper thought or action – your follower count doesn't matter! Choose topics you care about and share your unique perspective in ways that are actionable for others.

Why's product marketing important to you, and what does a good product marketer look like?

The job of a product marketer's like sitting in the center of the universe. You can influence each stage of the customer journey because the customer lifecycle is intrinsically tied to whether (and how) they use your product. This means you have the potential to create strategies that power the growth of your entire organization. You're the first to know about new products, inform sales and customers, and you can partner with many cross-functional teams. For this reason, I always say a great PMM requires you to be an alchemist, a juggler, and the ultimate gossip.

Bree Bunzel

Head of Global Customer Marketing at Dropbox



Bree's currently leading Global Customer Marketing for Dropbox. She and her team are working to design a more enlightened way of working. Dropbox is a leading global collaboration platform that's transforming the way people work together, from the smallest business to the largest enterprise.

What are your tips for effective customer-centric marketing?

Learn how to build a customer journey map. I've used this skill countless times this year, starting first with what's best for the customer and working backward from there. Always starting with "what's in it for the customer?" This'll help you build more authentic relationships and experiences with your customer, and do so at scale. There are some courses online if you want to learn or brush up on your skills!

What's your product marketing prediction for 2022?

Brands will be working to understand how to build hybrid experiences for customers, keeping the in-person gatherings special, while also working to create an inclusive experience for remote customers at scale.

Craig Burnham

Director of Product Marketing, The Webex Suite at Cisco



Craig has five years of experience at Cisco and is currently the Director of Product Marketing in the Webex Suite, where he manages three teams of product marketers focused on the Webex Suite of products. He's responsible for product marketing for a 3 billion dollar SaaS portfolio, and drives messaging, positioning, new product launches, events, and sales enablement.

Craig's passionate about defining overall business and marketing strategies for new and existing products, and is extremely customer-focused with a desire to meet customer needs with the right solution at the right price.

Neil Cameron

Vice President of Product Marketing at Criteo



Neil Cameron leads the PMM team at Criteo, where he's responsible for driving and implementing the strategic direction and vision for Criteo's products and services to support growth and revenue expansion for the company. He brings more than 20 years of experience to this role, having spent most of his career working in the advertising industry for publishers, networks, platforms, and tech innovators.

Neil has straddled operations, product, and commercial business, which gives him a unique perspective on the adtech market. He blends his unique ability to develop and define strategic vision with a strong background in operational and commercial execution to ensure products are taken from ideation to reality.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

From my experience, product marketers spend their time in some of the most challenging and often uncomfortable conversations in the

business, focusing extensively on questions like 'what value do we add to a client's business?', 'what problems do we solve for clients?', and ultimately 'why should the client care?'.

These can often be overlooked in business, but success and the bottom line can ultimately depend on addressing these questions in an honest and truthful way. It's product marketing's job to drill down and obsess over these, so get comfortable driving uncomfortable conversations.

What's your product marketing prediction for 2022?

I know we are all bored and fatigued with Covid, but I still think we have to take this new normal into consideration - how do we create an improved, sustainable, and inclusive way of working? Let's make sure we still 'get real' and focus on de-cluttering our language and use the ability to meet face to face again to be even more honest and simple.

Felipe Cardoso Barbosa

Product Marketing Manager at VTEX



Felipe's from Brazil and in the past seven years he's been working with Marketing and Product in tech companies. Currently, he's a Product Marketing Manager at VTEX, the enterprise digital commerce platform.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

I think it's important for us, product marketers, to share our knowledge and experience with the community. Our role is increasing in importance within companies and we are all building together with the future of our profession. I know it's important we can deliver results to the companies we are working for but it's also important that we connect and help build value for the whole community of product marketers.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is important because it's the discipline that connects the product to the right people. I think digital products have become more and more commoditized, with the same technologies, same features, same promises, and no differentiation. Product Marketing is what makes companies reach the right people, in the right market, at the right time, with the right message, clear differentiation, and help them grow.

I believe a good product marketer has the ability to understand the complexities of the product and the complexities of the market and customers and translate it to a language everyone understands. It's imperative that this person has great communication skills to be able to take a product and help people buy it with the best possible experience.

Alicia Carney

Head of Product Marketing at Lune Climate



Alicia's a San Francisco-born and London-based product marketer with over 10 years scaling fast-paced startups across the US, EU, and APAC resulting in one merger, one acquisition, and one IPO. She was a top 5% performer for three years at Deliveroo - launching and scaling 15 technology products serving the needs of 100,000 restaurant partners and millions of consumers globally. She's built two early-stage B2B marketing teams from scratch and is currently building Lune to help businesses build climate impact into their customer experience.

Alicia feels innately passionate about product marketing. Advocating for elevated, strategic product marketing - firmly rooted in empathy for all types of people - is something to always be excited about, and to share with others.

What are your tips for effective customer-centric marketing?

Find the courage to speak up for your customers. Earlier in my marketing career I was convinced that everyone a) knew what they were talking about and b) was naturally putting the customer at the heart of their decisions (ie. product direction, company strategy, marketing campaigns, etc).

It took me years to work up the confidence to realize that neither is the case - at least, 100% of the time. A HUGE way that you can add value to any team (tech, marketing, senior leadership) is to become the voice of the customer - and to speak up for them even when it feels uncomfortable to do so.

Carve out a path to customer focus. A common question I get from startup product marketers is "How do I become more strategic and where do I begin?" Start by zooming out and observing the end-to-end customer journey. Where/how are people finding you? What sales materials are being shared with leads that convert? And the ones that don't? What will the first three weeks of their experience with the product look like?

Alicia Carney

Once you put yourself in the shoes of your customer, you start to find the gaps in your feedback loops, and you get an immediate injection of prioritization based on what's missing. For example, could you create more needs-based case studies that are designed to accelerate that sales cycle? Could you work with product/tech to redefine product/market fit with a lens towards customer lifetime value? Is customer satisfaction/sentiment even valued as a commercial metric in your business?

There are infinite ways to become more strategic, but the most important thing to remember – start with building feedback loops to listen to your customer, and shape your priorities based on what you hear back.

What's your product marketing prediction for 2022?

Access to more diverse product marketing paths. I want to see a more diverse and inclusive community of product marketers growing – especially in Europe and the UK. Unlike the multi-talented folks leading FAANG giants and hypergrowth scaleups, startup product marketers know what it takes to build a product, a brand, a GTM strategy— from scratch.

In 2022, I hope to see more paths for marketers to grow and deepen their product marketing expertise, and I hope to see my fellow scaleup peers leading the charge to increase access to opportunities for the next generation of product marketers.

Melis Carroll

Vice President of Product Marketing at Majesco



Melis' VP of Product Marketing at Majesco, where she works closely with the product and sales teams to synthesize market analysis, customer needs, and product capabilities into easy-to-understand messages and value propositions.

She has 15 plus years of experience in market research and strategy in P&C insurance software solutions with an intimate understanding of the marketing-sales funnel. Prior to joining Majesco, Melis held various positions at Sapiens and Adaptik Corporation.

What advice would you give a marketing professional transitioning into a product marketing role?

My advice is to truly understand your product(s) – the good, the bad, the ugly – and really understand what your customers and community think about your product and your organization. Your product's and your organization's brand are closely tied together and having a holistic view of your strengths/weaknesses will enable you to take the appropriate steps to market your products in the best way.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing provides us the opportunity to connect with our customers and potential customers and truly understand their wants and needs. For me, it is an opportunity to understand our products' strengths and weaknesses and work with our product teams to ensure we are moving in the right direction all while working with sales to ensure we are going to market in the right way.

A good product marketer will be able to work well with any team within an organization – the role spans from product to delivery/customer success and understanding that your role as a product marketer is a keystone role will serve all product marketers well.

Aubyn Casady

Principal Product Marketing Manager at G2



Aubyn Casady is G2's Principal Product Marketer. Her marketing passion lies at the intersection of developing compelling narratives and launching strategic partnerships. In her role, she's had the chance to work with some of the best tech and marketing minds in the game to continually develop unique, one plus one equals three stories for G2's technical integration and syndication products.

Outside the hours of nine to five, Aubyn's a freelance writer, the leader of the Chicago wedding band Rush Street Rhythm, and a mom to three girls.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Just like the products you market, you yourself can never and will never be everything to everyone. So first, figure out exactly who you are. Define YOU as a product, before you GTM (if you will). What are your strengths? What are your weaknesses? What about product marketing gets your heart racing, and what about it makes your stomach turn?

Once you've come to terms with how to position yourself, shamelessly and boldly put that unique combination of knowledge, expertise, passion, and perspective into the world. Not only will you capture, inspire, and connect with exactly your audience, but you'll find yourself falling more and more deeply in love with your discipline every single day.

Aubyn Casady

Why's product marketing important to you, and what does a good product marketer look like?

Truthfully, I fell ass-backward into product marketing. I started my career in sales, and as I backed up further and further from the closing table (think Homer Simpson getting sucked into the shrubs), I found myself getting closer and closer to the "WHY" that is PMM. Not until I got to this place did anything in my career feel natural. The pitches felt forced, the marketing felt stiff, and the content felt disingenuous.

Product marketing, as a discipline and a mindset, allows me to bring my full self, every day, into my work. There are no wrong answers, just better experiments, all in an effort to tell just the story that has yet to be told, to just the audience that has yet to hear it. So to me? A good product marketer simply looks like that: someone whose natural curiosity, insatiability, and drive to find gaps and solve problems brings them closer and closer to their (and their product's) why, every day.

Alex Chahin

Senior Director of Product Marketing and Development at Hims & Hers



Alex Chahin's known for his work scaling hyper-growth consumer brands and developing visionary products and marketing, earning Fast Company award honoree recognition twice for a unique mental health product he came up with.

He founded and leads the product marketing department for Hims & Hers, a fast-growing DTC telehealth company that spans hair loss, skincare, sexual health, mental health, primary care, and beyond. He loves to share his knowledge about consumer psychology and regularly does so by speaking on podcasts, posting snackable lessons on LinkedIn, and speaking at conferences with up to 70,000 attendees.

Prior to Hims & Hers, Alex was the Head of Core Rider Product Marketing at Lyft, where he covered the highest volume products, developed brand-level and growth rider campaigns, shaped the offering and identity for

Lyft Pink, and more. Before that, he led marketing and feature innovation efforts for loyalty products in Membership Rewards at American Express.

He graduated from the University of Pennsylvania with two undergraduate degrees, a Bachelor of Sciences in Applied Economics from The Wharton School and a Bachelor of Arts in International Studies from The College of Arts and Sciences.

What are your tips for effective customer-centric marketing?

Most new products fail. And that's because people forget to start with... people. Even if you've done the best research in the world, the most thorough competitive analysis, and deep data digging, if you don't understand what motivates human behavior, you'll almost never get it right.

Alex Chahin

If you really want to be the best customer-centric marketer you can be, it's imperative that you learn about the field of consumer psychology. Think about it: All these little things in the buying experiences we have every day can have a huge impact: Why do people stand in long lines for restaurants when the one down the street's empty but just as good? Why is it more painful when the cost of shipping comes at the very end rather than bundled into the overall price? Why do people think the exact same beer should cost more when it comes from an upscale hotel versus a rundown store?

The good news is that you can learn the key lessons now. Read up on it. Take courses. Listen to talks. If you're just starting, try books like 'Influence: The Psychology of Persuasion' by Robert Cialdini and 'Predictably Irrational: The Hidden Forces that Shape our Behavior' by Dan Ariely.

Once you understand why we buy, your campaigns, go-to-market strategies, experimentation plans, and road mapping exercises will become far more effective.

What's been the personal highlight in your product marketing career, so far?

Founding a product marketing department at Hims & Hers when there never was one before has been my personal highlight so far. You learn a lot, of course, when you're working within a broader product marketing team. You learn even more when you run the department. But starting one from scratch has given me an incredibly valuable perspective on how to do the best product marketing work possible.

Tania Clarke

Product Marketing Lead at Qwilr



Tania's the Product Marketing Lead for Qwilr, a Series A startup that leverages the power of the web to help sales teams convert more buyers. Before that, she worked as a Senior PMM at Atlassian for two plus years on Jira Service Desk. Prior to Atlassian, Tania built the product marketing at SafetyCulture in her three plus years there.

What advice would you give a marketing professional transitioning into a product marketing role?

Get hungry! Great product marketers have an insatiable appetite and curiosity. My advice is to interview every product marketer you can, understand what good looks like, and seek out patterns in their answers.

I spent hours and hours researching interesting people on LinkedIn and asking them out for lunch, coffee, or Zoom date, picking their brains and trying to reverse engineer their success. This is an approach I still use today. All this groundwork lays the foundation for how you excel in product marketing. Curiosity and a penchant for excellence are what sets you apart from average PMMs.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

One to one coaching with first-time PMMs has been the most valuable experience to date. Australia is just hitting the hype wave of product marketing and there are loads of first-time PMMs transitioning into the role or into tech in general. It's such an exciting time to be able to give back and offer guidance and help accelerate their journey as a coach.

Al Dea

Host of Product Marketing Careers, PMA Podcast Series



Al's the Host of the Product Marketing Careers Podcast, and a Former Product Marketer at Salesforce. Through his podcast, training, coaching, and advising, he has helped hundreds of students and professionals transition and land roles in product marketing.

What are your tips for effective customer-centric marketing?

My tip for customer-centric marketing is to practice extreme empathy. You can do this by getting to know your customer and end-user inside and out, but also, by getting to know other people that they directly engage with as well as think and feel. So, instead of just thinking about how you think about your customer's pain points, consider how your PM thinks about it, your customer success rep or your sales rep thinks about it as well. It'll unlock a huge trove of insight.

What's your product marketing prediction for 2022?

My prediction's that the supply and demand issues we are seeing across the world are not just limited to your favorite goods and products, but also to product marketers! There's a huge demand for PMMs right now, which is making it very difficult to hire.

If you are a product marketing leader or are planning on hiring next year, and you aren't actively cultivating relationships with potential candidates right now, I think you'll find that hiring will take you longer than you expect and be extremely difficult.

Priya Doty

Vice President of Product Marketing at IBM



Priya has been part of award-winning teams, including at Ogilvy, where her team won an Echo direct marketing award for launching UPS My Choice, and at CA Broadcom, where she was part of the organization that won the Sirius Decisions product marketer of the year award.

She currently leads product marketing for IBM Z and IBM LinuxONE brands, where she spearheaded the launch of their Confidential Computing initiative across IBM Cloud and IBM LinuxONE and led the global, 30-country rollout and launch of the IBM z15. She spent four years at Ogilvy Consulting as a Brand Consulting Partner, working with clients such as Samsung, Carhartt, and UPS to position their brands and define their marketing strategies.

She's a member of the Product Marketing Community board and the Marketing Hall of Fame volunteer board. In her spare time, she writes – her first fiction novel, 'Finding Warrior Pose', will be published in May 2022. She holds a BA Economics degree from Northwestern University and an MBA from MIT Sloan.

What advice would you give a marketing professional transitioning into a product marketing role?

Find a way to dive into the "value proposition" piece of the role immediately. Don't assume that because others know more or have had more time with a product, that you cannot also add value. Put in the work to learn the products, and put in the time to talk to prospects, customers, partners, salespeople, and product owners. Use that investment to take an outside-in perspective into everything you do, and volunteer to draft something, whether that's a blog, a video, or a PowerPoint.

A good product marketer's someone who can pick up the metaphorical pen, and draft something and then facilitate conversations to get the final product out the door. If you're coming from another discipline such as digital marketing or analytics, then use those existing skills you have too, to bring data into your outside-in perspective, for example from search or social, and add even more value.

Priya Doty

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Launching the Confidential Computing initiative for IBM. As companies move their data around and it's used for various purposes, they are quite nervous about putting it in the cloud. There's a real need for privacy assurance, that is, the peace of mind that what a company considers sensitive, or crown jewels data, is protected. They want to know that a cloud admin can't get at it, or that if they share that data with other parties for example for AI analytics, that it won't get exposed.

Anyway, the story is that for a long time, data at rest, and data in motion could be protected, but data in use required a technology called a trusted execution environment that could only be achieved in an on-premise environment through a product like IBM LinuxONE. Our team took that technology in IBM LinuxONE, which was on its fourth generation, and created an IBM Cloud service to allow anyone to add data in-use protection for their use cases.

In this case, it was product marketing that spotted the need in the market and then got to market with the right messaging, working across functions to build support. It's a personal highlight because it's been a stand out of capability, and is generating real value for customers.

April Dunford

Founder of Ambient Strategy



April's the world's leading expert on product positioning. As a consultant, she has worked with over 200 fast-growing technology companies to accelerate their growth through clear, compelling positioning.

Previously, April has run marketing and product teams at a series of seven successful technology startups. She's also a board member, investor, and advisor to dozens of high-growth businesses and is the author of the bestselling book 'Obviously Awesome: How to Nail Product Positioning so Customers Get it, Buy it, Love it'.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

My career has had a series of highlights - I launched a new product line at IBM that grew to a billion in revenue, I repositioned a product at a startup that went on to make hundreds of millions in revenue and survived for 20 years. Most recently, I've worked with over 200 companies, helping them fine-tune their positioning.

Why's product marketing important to you, and what does a good product marketer look like?

I think good product marketing is the foundation of good marketing. A good product marketer has their finger on the pulse of the entire market - both the vendors within it, as well as the needs and behavior of buyers.

Rupert Englander

Global Consumer Product Marketing

Lead – Platform and Partner Experiences at Spotify



After 14 years working in the mobile sector, launching and managing mobile services for the likes of T-Mobile, Three, and Nokia, Rupert joined Spotify in January 2015 to help guide the launch of Spotify on PlayStation.

Since then, he's supported the company strategy on ubiquity, by driving awareness and adoption of Spotify on all platforms beyond mobile. This includes Spotify on desktop, gaming consoles, wireless speakers, smart speakers and displays, car, TV's, wearables, headphones, app integrations, and more.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Product marketing is a role that means different things to different people. Determine what it means for you, and how you can add unique and true value to your role. Be collaborative across the whole of your organization, and be prepared to refresh your thinking and approach continuously.

Why's product marketing important to you, and what does a good product marketer look like?

I've always been a "product person" and I thrive on unlocking previously untapped opportunities for consumers through a product offering, like helping our users understand how they can listen to Spotify in their car, or how to listen to their favorite playlist in the background while playing the latest console game. For me, a good product marketer understands, and puts the customer at the forefront of everything they do, and then works meticulously to help unlock those opportunities.

Alyce Erikson

APAC Product Marketing Lead for LinkedIn Marketing Solutions



Alyce leads product marketing for LinkedIn Marketing Solutions in Asia-Pacific. She's responsible for building inclusive PMM experiences for LinkedIn advertisers, members, and internal sales teams. Inclusivity comes in many forms, whether through customer research to understand how marketers tick, to brainstorming product problems and solutions by leading with data, to designing solutions through collaborative product development and narrative design.

Every step requires strong partnerships and the desire to hear and be heard. Alyce is a proud introvert who found her voice and passion in product marketing while continually looking for ways to make space for other voices to be heard. Growing the next generation of PMMs, Alyce has a growing list of mentees, some of whom have already progressed into product marketing and product management roles. Most notably, she converted a Client Solutions Manager into a Product Marketer after many years of mentorship and growth.

What are your tips for effective customer-centric marketing?

Customer value is our north star at LinkedIn. To be customer-centric in product marketing, we do three things:

Be relentlessly curious

Learn the deeper meaning behind the feedback, the ask, and the usage. Sometimes what we hear isn't what's meant. Keep digging deeper and asking "why?" and you'll find the real issue. I avoided doing this because it felt confrontational and challenging to question someone's intention. But, you'll never be customer-centric if you don't ask customers, sales, and product teams this question. It gets easier and more natural over time. Trust me.

Alyce Erikson

Launches aren't about your product

At first, I thought product marketing launches were all about explaining what a product does, what specs it has, and how it works. These are all important. But as I've grown as a product marketer I've learned to present the bigger problem our product solves for. If you're relentlessly curious and know why, building your product around the solution it solves for becomes so much easier.

Make decisions with a simple formula

Every decision we make is driven by customer value, even if it means losing out on a short-term deal (or smaller spend). Whenever we're deciding whether to build or launch something, we think about what's best for the customer, not what's best for LinkedIn. Our decision to build or launch comes down to knowing why and how our product solves our customers' problems. If it doesn't solve their problems then we shouldn't move forward.

Why's product marketing important to you, and what does a good product marketer look like?

"I got your back." How many jobs get to say that about their customers, sales teams, marketing teams, and product teams? I love product marketing because it makes all four worlds better. Each group needs the other to be successful, and product marketing ties them all together. That's the magic of a true partnership. Good product marketers understand each group's needs. Awesome product marketers understand their needs, bring them together, and help them solve the problem as a team.

Sonduren Fanarredha

Director of Product Marketing at Airbase



Sonduren's currently the Director of Product Marketing at Airbase, a high-growth B2B SaaS FinTech organization, responsible for the positioning, messaging and go-to-market strategy that will accelerate lead, pipeline, and revenue growth. He's an experienced and recognized marketing leader with entrepreneurial skills working in the computer software industry, specifically in B2B SaaS product marketing and demand generation.

He has deep experience and proven success in business strategy and planning, the development and execution of go-to-market campaigns and product launches, with demonstrated cross-functional stakeholder management experience. By night he's a YouTube content creator focused on telling stories and sharing my knowledge in all things motorsports through his channel Canadian Rider.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Find ways to share your passion and be part of a network of other passionate product marketers to learn and grow with. Put yourself in a position to learn through two streams, one through a structured learning plan, and the other by setting yourself up to learn organically outside the walls of your day job.

This can be a side hustle, continuing education program, becoming a mentee, or being part of the product marketing community. Take every failure as a learning opportunity and always strive to improve, this is what sets the best athletes in the world apart, and the same is true in product marketing.

Sonduren Fanarredha

Why's product marketing important to you, and what does a good product marketer look like?

To me, the marriage between strategy and storytelling is what sets product marketing apart, and is why I fell in love with product marketing. Product marketing requires you to deeply understand every nuance of your business, product, market, and customer to effectively build a go-to-market strategy that'll lead to success.

A good product marketer treats their product portfolio as their own business and can understand and translate the nuances of the customer and market requirements to the rest of their teams. You can only understand this nuance when you deeply understand all aspects of your business and customer, from there being able to layer your messaging and positioning into your brand story is what sets the best product marketers apart.

Fiona Finn

Director of Product Marketing at Unbounce



A law-student-turned product marketer, Fiona's a seasoned practitioner with a personal goal of turning amazing individuals into great PMMs and believes in taking on the strategic risks that make good companies great.

Leading the product marketing team at Unbounce, (previously at Clio), Fiona heads up a team of go-to-market, pricing, positioning, and competitive intel experts—and when not working, can be found surfing and swimming any time of year.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Make time to connect with others as often as you can. You'll never know the opportunities that come with chance conversations with people in your industry, or the impact your conversation might have on them!

What's your product marketing prediction for 2022?

New motions of go-to-market strategy to align with product-led growth will be essential; looking beyond traditional SaaS channels or product delivery dependencies to speed up time to market and reduce the cost of acquisition are going to propel some companies and PMM teams ahead (and leave others behind!)

Andrew Forbes

Director of Product Marketing at Zendesk



Andrew's currently a Director of Product Marketing at Zendesk covering release marketing and product solutions. His mighty team is responsible for everything it takes to bring new releases to market; from building strategic roadmaps to compelling customer launches to making sure GTM teams are ready to talk about everything new with Zendesk.

What advice would you give a marketing professional transitioning into a product marketing role?

Always look for ways to do more! Product marketing has become such a broad domain over the past few years and there is no shortage of things that product marketers can do and learn. When you're early on in your career and you see interesting projects happening at your company, see how you can get involved.

This'll help you develop a wide range of skills and more importantly help you identify what you love to do and what you need to get better at. Approaching PMMs with a "can-do attitude" as well as a learning or growth mindset will help you propel your career faster than you can imagine!

Why's product marketing important to you, and what does a good product marketer look like?

To me, product marketing's one of the most strategic and important roles in any business - and to no surprise, it's one of the fastest-growing roles within any organization.

Without product marketing, everything a business does would become increasingly challenging. There would be no one to own the strategies that drive growth and adoption, no one to own the compelling narratives that excite people about your business, and no one to make sure that the sales teams are resourced and ready to go take your products to market. To me, that's why the function is so important because it's vital to the success of any business.

In my mind, a great product marketer's someone who's passionate about three things: being customer-obsessed, acting strategically, and telling compelling stories. Everything after that can be learned. If someone's able to check those boxes or is curious about those types of things, they'll likely grow into an amazing product marketer!

Laura Foster

Senior Director of Product Marketing at Innovid



Based in Los Angeles, Laura Foster leads the product marketing team at Innovid, developing product positioning and go-to-market strategies within the advertising technology space.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Remember that even in a data-focused marketing world, your success isn't measured by the number of materials you produce, but by the overall impact you make within the organization. Whether it be driving GTM strategy, or simply talking a seller off the ledge, your core job's to understand the problem, and only then, execute against a solution.

Why's product marketing important to you, and what does a good product marketer look like?

The role of a good product marketer is to dig into and decode the why. For me, curiosity comes naturally – in former roles, 'why' was always the first question I asked when I was assigned a new task, sometimes to the annoyance of my manager. When that level of curiosity meets with the required empathy to do the job day-in and day-out, that's where the impact of product marketing's really felt.

Jana Frejova

Product Marketing Lead at Spendesk



Jana's an accomplished product marketer, currently establishing a new marketing function focused on product-led growth at Spendesk. She has taken products from early concepts to full market launches and adoption, led strategic initiatives, and oversaw product marketing for key solution lines. Jana has global experience from marketing & strategy roles at Spendesk and Axway in Paris, Oracle in London, Opower in the USA, and Equinor in Brussels.

Jana's a published author and speaker, having appeared on the Tech Talks Daily podcast, and was selected for Oracle's Women's Leadership Conference aimed at top performers and future Oracle leaders. A trained lawyer, Jana loves traveling and running, with the London Marathon being one of her favorite memories.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

At first, I was thinking about mentioning one of the cool projects I have worked on. But actually, my personal highlight is the people. You don't hire a product marketer, you make one – and this is applicable to my PMM journey. The beginnings were tough, and I was extremely lucky to be taken under the wings of Julia Lundin, Jon So, and Neel Gulhar at Oracle Opower. They turned me into the product marketer I am now.

Today, I am fortunate to have joined Stephanie Bowker's amazing marketing team at Spendesk, where I have the opportunity, the support, and the trust to take those skills to drive a bigger impact.

Jana Frejova

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is important to me because of the difference we can drive, both externally and internally. We influence the broader market by shaping the overall strategy and narrative, and we also have an impact on people around us because of the cross-functional nature of our work. This is a huge responsibility, but what a fabulous opportunity to make a positive stamp!

To me, a good product marketer is someone who can really drive that difference. I think there are three key aspects: a pioneer, a problem solver, and a natural leader:

- A pioneer's someone who's not scared by a blank piece of paper or greenfield; the opposite, they are excited by it.
- A strong problem solver who can analyze a problem, come up with creative remedies, and ruthlessly prioritize the solution to pursue.
- A natural leader who drives collaboration, inspires others to dig in behind a common goal, but also someone who's not afraid to speak up to senior stakeholders.

Dave Gerhardt

Chief Brand Officer at Drift



One of the top marketing minds in the USA, Dave Gerhardt helps businesses with brand building and marketing strategy. He's the founder of DGMG, his marketing consulting firm, Chief Brand Officer at Drift, and was Chief Marketing Officer at Privy.

A guest lecturer at Harvard Business School, Dave has traveled the world speaking and coaching marketing teams and startup founders. He lives with his family in Burlington, Vermont.

"Dave was always one of my go-to people at Constant Contact. Deeply strategic, he could always clearly see the root of the problem we were trying to solve. Furthermore, he could come up with strong, uncomplicated ways of getting to the answer. Beyond his business sense, Dave has great people skills and can find a way to connect with just about anybody."

Erica Ayotte Favorito, VP of Customer Success & Support at Privy

"Dave is a superpower, full stop. I have been in tech sales for 25 years and haven't worked with a marketer that put out as much top quality work at that pace ever. Dave simplifies the message, the approach and the overall strategy. He doesn't hide behind all the "work" he's doing, he is focused on results. For the first year of Drift, he sat in every single sales huddle and meeting to learn, get feedback and give feedback to the team (in early days we did this daily). Lastly, he even jumped in and did the sales job for a month to better understand a day in the life of the sales rep. I've never seen that in any company. He was an incredible business partner and I'd work with him again anytime anywhere."

Armen M. Zildjian, VP Mid Market Sales at Drift

Ryan Goldman

Global Vice President of Product Marketing at SoundCloud



Ryan Goldman has over a decade of experience leading marketing teams at Pendo, Cloudera, Sentry, SignalFx, and Cisco, from consumer products to B2B, streaming media to SaaS, marketplaces to the enterprise, content creators to open-source developers, and everything in between.

He holds an MBA from Northwestern and a BA from Tufts, and has previously worked in the NGO sector, moonlighted as a music journalist, and founded an early social media platform with users in 30 countries.

What are your tips for effective customer-centric marketing?

Marketing to the consumer relies on a narrative about what the product's really for, not how different parts of the UX constitute different journeys for a whole variety of user cohorts. Unlike B2B, where the go-to-market cycle relies on driving adoption and stickiness of new features and deep segmentation based on combinations of behaviors, consumer-centric marketing strategies are meant to extend and reinforce the value prop of the core product for the largest customer base possible at all

times. As a result, market research takes on incredible value, since the goal should be to find singular positioning statements that appeal to the largest, most valuable audience possible. One key strategy is to use MaxDiff questions in surveys to not only derive the clearest signal about messaging but also tie that messaging direction to a macro-segment of the population (as opposed to a series of micro-segments typical of B2B).

What's your product marketing prediction for 2022?

In 2022, consumer product companies will increasingly tie their brands to the product experience and vice versa. Product moments and the design of the product experience will be a more notable driver of brand strategy. Media and editorial content will be created with an in-product experience in mind, driving engagement, return, and retention, not just off-platform acquisition. Product marketing will be the team responsible for translating between product design and brand marketing teams in order to bind all the different user interactions together more cohesively than ever.

Ali Good

Global Head of Strategy and Product Marketing at Quizizz Inc



Ali joined product marketing in ed-tech like many others before her: from the classroom.

She found that teaching writing for nearly two decades was a great entrée into product marketing and has just begun working at a startup called Quizizz, after a career at two ed-tech giants: Renaissance and Pearson; she's simultaneously excited and terrified to have far greater influence across the organization.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Join the PMA slack channel. I've met so many good people there and am learning so much. It's invaluable. Because product marketing serves as the connective tissue between the product and the rest of the org, product marketers can influence product development and roadmap, as well as go-to-market strategies and customer success. Being able to influence up and down the chain's an incredibly exciting place to work.

Why's product marketing important to you, and what does a good product marketer look like?

Good product marketers know their product, where it sits in the market landscape, and how it sits in relation to its competition. They know how to tell the story of their product. Great product marketers understand that their messaging is more about the customer than about the product. They know their customer's values, biases, dreams, and ambitions- and they write stories that reflect the idealized versions of themselves.

Tamara Grominsky

Chief Strategy Officer at Unbounce



unbounce



Tamara Grominsky builds product marketing and growth teams that drive go-to-market strategy and revenue acceleration. She's currently the Chief Strategy Officer at Unbounce, where she leads product marketing, customer marketing, and partnerships.

What advice would you give a marketing professional transitioning into a product marketing role?

If you're transitioning from marketing, the first thing you'll want to do is catch up on the other side of product marketing – the product development component. Spend time immersing yourself with product teams, learning their lingo, and gaining a deep understanding of how great products are built and brought to market.

Why's product marketing important to you, and what does a good product marketer look like?

I truly believe that product marketing is the linchpin to sustainable business growth, and that product marketers will be the next generation of CEOs. For me, a great product marketer has an unsatiated curiosity about customers and the market, a high level of business acumen, and the ability to build and share a compelling narrative.

Ali Hanyaloglu

Director of Product Marketing at Akeneo



akeneo



Ali has been in Product Marketing since 2007, covering many different disciplines including product launches, go-to-market strategy, competitive intelligence, messaging, sales enablement, and customer presentations. But he's most passionate about connecting products to customer needs through storytelling techniques.

Before his career as a PMM, Ali was in technical pre-sales, so he knows what it's like to be in front of customers each day, convincing them that your company and products are the right choices. Ali has also been super-fortunate to lead, coach, and build teams of brilliant Product Marketers for both small and large tech companies.

When he's not looking at data to figure out which strategies to take next, you'll find him looking through the viewfinder of a camera, pursuing his other passion for photography.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Get to know your target customers as well as you can. Know their pain points and how they differ in their industry or segment, of course. But just as importantly, understand what they're trying to do, how they make purchasing decisions, and the journeys they take to get there.

Gather, synthesize and prioritize qualitative and quantitative facts and data to build an actionable buyer profile, and then evangelize that story to everyone, including your friends and family! This is one of the ways you can bring unique value and influence as a PMM to your organization, your customers, and your community.

Ali Hanyaloglu

What's your product marketing prediction for 2022?

Product marketing has a new partner-in-crime, and 2022 will be the year this partnership will make waves: Demand generation marketing. The traditional sales process has changed dramatically – especially after the pandemic of 2020. Individual and enterprise buyers are more informed and further along in their decision-making journeys before they even want to engage with a vendor.

Thanks to initiatives like product and community-led growth, they may even be ready to buy when they decide to contact a sales rep. The days of contacting a rep for initial product details or a first-look demo are coming to an end (their role's still vital yet changing – but that's a separate prediction).

Therefore, demand generation activities need to be where those decision-makers are at. That takes thoughtful investment, which needs to be focused and prioritized on the activities that matter, else we are just creating noise. How do we determine where to focus, with whom, and with what message, and that's where product marketing comes in!

These two disciplines can collaborate on building the strategic framework of how to create and execute an integrated campaign that enables customers to make well-informed buying decisions that everyone's happy with. We have been doing some of this as a team already, but the partnership will become more data-driven and results-oriented than ever before. Get ready to dance!

Jeff Hardison

Head of Product Marketing at Calendly



Calendly



Jeff's the head of Calendly's product marketing and brand & content teams. Prior to Calendly, Jeff was a product marketing leader at InVision, Clearbit, and HP. Jeff's past marketing experience includes consulting with Amazon, Stumptown Coffee, and Nike.

What are your tips for effective customer-centric marketing?

Make listening to customers and applying what you learn a daily habit like exercise or nutrition. Sure, continue to run big research projects for competitive analysis, pricing, customer win/loss, product development, and more.

But also add to your daily to-do list reviewing social mentions, poring through customer-support tickets (even better: answer them), and DMing with customers on Twitter. The best marketing stems from a deep knowledge of customers, and that's difficult to obtain if you're only doing a few 30-min qualitative interviews a month.

What's your product marketing prediction for 2022?

Helping product-led growth companies go upmarket by successfully adding a sales team will continue to be the most in-demand role in product marketing. Hundreds of product-led growth companies (with self-serve credit card sales) eventually add sales teams to help negotiate larger deals with multiple stakeholders in bigger companies.

Yet, most of these product-led companies stumble as they struggle to integrate a product-led culture (automated selling) with a sales-assisted one (human, high-touch selling). With product marketers' knack for serving as the glue between product, sales, CS, and marketing, it only makes sense for PMMs to help everyone work better together.

Andrew Hatfield

Head of Cloud Strategy at NetApp Cloud Services



Andrew's fanatically Voice-of-the-Customer driven, and focuses on solving problems customers really care about.

As a data-driven go-to-market specialist, Andrew has a track record of successfully launching new products, scaling startups, and turning businesses around. When he's not growing revenue, Andrew enjoys the subtle tones of Islay Whisky, low 'n slow BBQ, and snowboarding at the world's best resorts.

What are your tips for effective customer-centric marketing?

Focus on the customer, focus on the customer, and finally - focus on the customer. Lead with how you can help them achieve their goals and overcome their challenges.

Understanding your customer's environment, goals, workflow, and challenges sets you apart from most of your competitors and positions you as actually caring about your customer.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

What really motivates me is being able to positively affect go-to-market efforts to really focus them on being customer-centric and focused on how we can best solve customers' most pressing challenges. That means thinking in terms of the customer buying cycle, not the sales cycle and highlighting how we benefit the customer and solve problems they really care about.

So there's no one single event, but rather constantly moving the needle in the direction of customer empathy and problem-solving instead of inwards looking with your product's speeds and feeds.

Matthew Howells-Barby

Vice President of Product Marketing at HubSpot



HubSpot



Matthew has been working at Hubspot for over six years, and last year made his way to Vice President of Product Marketing. He's also co-founder of Traffic Think Tank, a business focused on helping people master SEO and wider growth marketing. Alongside this, he works as an advisor to a number of startup and large SaaS businesses, and is an investor, lecturer, and global speaker.

"There are a few top brains in marketing today that I can confidently recommend, Matt Barby is one of them. He has an extensive knowledge that has continued to grow with the ever changing web. I'm extremely impressed with his level of expertise, friendliness, and willingness to help anyone who asks. I strongly urge you to follow this guy, because he is going to excel far beyond where he is today. Doing the strategies he suggests will help in a significant way, and he will always help guide you through the scary world of digital marketing."

Josh Harcus, Founder & Head of Growth at Hüify

"I work with Matt on the development of the Digital Marketing Institute's suite of education courses, in particular, search and social media marketing. This includes authoring syllabuses, and learning materials including slide decks, sample exam questions and practical exercises. Matt has also acted as a presenter, delivering lectures to camera for our online/distance courses. It is a pleasure to collaborate with Matt – the quality of his work is unparalleled, and his level of knowledge and insight is invaluable. He is an incredibly strong presenter and one of our most popular lecturers. He is supremely professional in his communications and delivery of work, and I am confident that by engaging with him, we are maintaining a world class standard for our digital marketing courses."

Sophie Smith, Senior Communications Consultant at Smarts

Ryan Irons

Product Marketing Lead at Meta



Ryan began his career journey as a Marketing Manager and Marketing Lead at Qantas and Virgin Australia respectively- with a focus on growth marketing and CRM. He then moved to Uber, becoming the Product Operations Lead in the UK & Ireland, launching the app into new cities and bringing to market new product features for riders and drivers.

This then prompted his journey to Meta where he has spent three years working his way to his current role as Product Marketing Lead. Here, he looks after the global product strategy and growth for Facebook's app developer products.

"Ryan is a gift to any marketing team. He has an unusual mix of left brain and right brain, with a great eye for creativity and brand but at the same time a solid aptitude for segmentation and campaign testing strategies. He is able to flex strategically but is a solid deliverer of outputs and action. He manages well with complexity and challenge. A passionate and able marketer!"

Sheree Morrison, Director at Collagis

"Ryan is a tremendously talented marketer. During his time at HSBC Ryan managed a range of credit card marketing channels including online acquisition, direct mail acquisition, customer onboarding and balance transfer campaigns. Having worked both client and agency side he has a knack for getting the most out of any campaign plus has a knack for managing a wide range product stakeholders. Delivering work of the highest quality, coupled with a prodigious work ethic, he is an amazing asset to any team."

Daniel Gosarevski, Head of Lending Australia at Revolut

Kirsten Jepson

Product Marketing Director at TELUS International



Kirsten has spent the majority of her 25 year career in product marketing, and currently leads a high-performing global team of domain experts covering a full suite of digital customer experience products, services, and solutions.

Previously, she covered credit card platforms, prepaid card products, and other fintech solutions. Her energy comes from working on products that are emerging or new to the world.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Frameworks provide the rails needed to get started as a product marketer. Learn those to baseline and then adapt to the product, technology, marketing approach, and organizational construct. Learn how to lead with influence.

What's your product marketing prediction for 2022?

The value of the product marketer role as a strategist, connector, and marketer will be increasingly understood in a growing number and variety of B2B enterprises.

Practitioners have visibility into multiple areas of the company and can quickly identify the intersections between industry or customer needs and the company's value proposition. This knowledge can be leveraged to generate revenue. For this reason, PMMs will be viewed as indispensable contributors - earning a seat at the table.

Laura Jones

Vice President of Brand and Marketing at Instacart



Laura is the VP of Marketing at Instacart, leading the 100+ marketing team across product marketing, brand, performance, creative, co-marketing and CRM.

Previously, she was the Global Head of Marketing for Rides at Uber, where she also built and scaled the global product marketing organization. Before Uber, Laura worked in marketing at Google and Visa. She has an MBA from the Stanford Graduate School of Business and a BA in Economics from Dartmouth. Laura lives in San Francisco and loves spending time with her children, painting, and swimming in the Bay.

What's your product marketing prediction for 2022?

I am seeing many organizations integrating product marketing and CRM to create a customer marketing function that owns insights, GTM, engagement and retention. I predict that this becomes a broader trend, helping companies speak with one voice to their audience across all channels.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Seeing all the amazing things my former team members have gone on to accomplish. I'm so proud to see them leading product marketing organizations of their own at Peloton, Coinbase, Uber, Strava, Cameo, and Instacart.

Laura Jones

"Laura is the best organizational leader I've ever worked with. Her skill as a product marketer is a given—she's incredibly smart, gets to the heart of problems quickly, and can both generate and build upon ideas effectively. But what sets her apart is her ability to create the conditions for a team to be its best.

At Uber, this meant cultivating the right relationships across a complex organization, using her mastery of design thinking to build generative environments, and creating moments of unlikely inspiration, whether it be a team outing to a modern art museum or a crash course in data science. As a manager, she gave me the confidence to bet on my own skills and ideas, and the mindset of always working to elevate my direct reports and colleagues."

Devin Sandoz, Senior Director of Product Marketing & CRM at Strava

"Laura Jones is one of the most inspiring yet grounded leaders I've ever come across. She sets a high bar for quality and pushes the team to deliver career-defining work. Most importantly, Laura leads with empathy and serves as a beacon of stability and trust for her team, no matter how choppy the waters. Laura deeply understands her consumers and actively pushes the team to advocate for the customer when it comes to product development and setting strategy. She is also an absolute pleasure to work with and is a fantastic leader, who's in touch with the team."

Ameeti Mishra, Global Product Marketing Lead at Uber

Lisa Kant

Vice President of Product Marketing at Zendesk



Lisa has been at Zendesk for four years, where her and her team are responsible for product marketing, industry marketing, and customer marketing.

Prior to Zendesk she built and ran the PMM function at the analytics startup ThoughtSpot, and before that she spent several years at Salesforce in various roles in Industry and platform product marketing.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

My advice is to find what you love and do more of it. There's no one path in product marketing, and often your career's made by the times you get to stretch outside of your official JD.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is a critical function for any organization, and it's clear from the outside those companies that have figured out how to leverage product marketing successfully.

Great product marketers are business owners, who connect the dots between product, GTM, and the customer. PMMs come in all varieties, but the most important skills are storytelling and empathy, as no matter what we work on, we find ourselves working cross-functionally.

Daniil Karp

GTM Product Marketing Lead at Asana



Daniil leads GTM strategy and execution at Asana, supporting a global business org that includes hundreds of AEs, solutions professionals, and customer success managers across eight global offices.

What's your product marketing prediction for 2022?

As the economy opens back up in 2022 differentiation and GTM will become even more important as competition heats up. Product marketing teams will be asked to find optimal paths to revenue, so start being creative now.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Finding good business partners is always the highlight. Product marketing can only write up the game plan, it's always on the business to execute it, and having strong partners to work with makes all the difference.

Natasha Katson

Product Marketing Manager at Bananntag



Natasha has extensive experience in the tech industry, has worked with complex tech products in her professional life, and was always involved in their enhancement and further promotion.

She's passionate about positioning and messaging, building relationships both between teams inside the company and between the product and customers, customer funnel, and product onboarding. At Bananntag, Natasha partners with various internal teams to develop strategies that drive product demand, and enable employees internally; conduct market research, adapt value propositions to maximize effectiveness in each context, and more. Prior to Bananntag, she worked at JetBrains bringing team collaboration tools to market. Natasha was also responsible for marketing campaigns, product onboarding, competitive intelligence, market research, product updates, and more.

What advice would you give a marketing professional transitioning into a product marketing role?

Get ready to dig deeper into the product that you market to become the product expert.

Use your knowledge about customers and prospects' interests to talk to your customers, learn their pain points and valuable insights. Lean on your knowledge about the customer funnel when working on the strategy and positioning for your product.

Why's product marketing important to you, and what does a good product marketer look like?

I am passionate about being a Product Marketing Manager because I can work on both sides of the product, bringing the product's value to the market and impacting product enhancement. I also enjoy building relationships both between teams inside the company and between the product and customers. I believe that a good product marketer should be curious, self-motivated, and self-manageable. They should also be very empathetic to customers' and internal teams' needs and always listen to their feedback. A good product marketer should be able to prioritize things and should always know how to say "no" to people.

Adam Kerin

Vice President of Product Marketing at Truework



An engineer turned marketer, Adam started designing processors at Intel before shifting careers. Since then he's held developer and product marketing positions across the tech industry.

Most recently he led developer marketing at NVIDIA and did product marketing at Google Cloud and Stripe. He's currently VP of Product Marketing at Truework, a Series B fintech backed by Sequoia, to build the modern credit bureau.

Adam has also helped teach classes at U.C. Berkeley in both Data Science and Organizational Culture. He earned his Computer Engineering degree from Cornell and his MBA from Berkeley Haas.

What advice would you give a marketing professional transitioning into a product marketing role?

First, incorporate customer insights and feedback into everything you do. From positioning to website copy, if it's not informed or tested by your customers, you're missing an opportunity.

Second, make data-driven decisions. Come equipped with qualitative user feedback or quantitative data when proposing a go-to-market strategy or similar. Both you and an executive can have an opinion, but you better have data.

Third, if you're in the tech industry, it helps to learn the basics of your product. This enables you to understand the nuances in the value props when engaging with technical customers and your own product team.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing's exciting because it's strategic and lies at the intersection of many teams. Product marketing requires an awareness of the market, competitors, and customers to build informed strategies and launches.

A successful product marketer's someone who factors in all of these broader realities into their plans, while also managing and influencing the many cross-functional stakeholders.

Nick Knuppe

Head of Product Marketing at Mollie



Nick's the Head of Product Marketing at Mollie, overseeing the go-to-market, commerce enablement, and research and insights functions. Prior to Mollie, Nick worked in growth and product marketing at Booking.com, Tencent, and Ogilvy, and has led over 60 go-to-market product launches across Sub-Saharan Africa and Europe.

A key skill set of Nick's is crafting and iterating on product-market localization and indexing product-market fit across B2B and B2C industry verticals in music streaming, video streaming, mobile, and online payments, and travel technology.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Consistency is key. Continuously exceeding expectations is easier said than done; however, if you continue to invest in yourself and develop and diversify your product marketing skill set, you, and your peers will see the results.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing's super important to me. PMMs are the critical facilitators of launching and positioning products and features in the market and minds of our customers. Our function sits at the epicenter of sales, marketing, product, and support - what would companies do without us?!

I still feel stakeholders underestimate the impact of great stakeholder management and the investment it takes, i.e. the time and resources, to manage over 20 stakeholders throughout a GTM's life cycle.

The best thing about my role is the freedom and ability to work across strategy, defining that market sizing and revenue opportunity and seeing the work we execute as a team, have an immediate impact on the business's revenue and of course our product stickability = customer love.

Ashwin Krishna

Global Marketing Director at Tact.ai



Ashwin's a SaaS Marketer by choice and an entrepreneur by nature. Over the last 15 plus years, he has scaled SaaS companies 20x through three pillars – product marketing, branding, and revenue marketing – across US, EMEA and APAC markets.

He heads marketing at Tact.ai, an enterprise CRM product company (backed by Microsoft, Amazon, Salesforce, Accel Partners). Previously, Ashwin has held marketing leadership roles at Capillary Technologies and Juniper Networks.

He's a regular speaker on B2B/SaaS marketing and has co-authored It's Commerce Sense, a handbook on Omni-channel Commerce for CXOs.

An engineer turned marketer by choice, Ashwin holds an MBA from Indian School of Business (ISB), executive MBA from IIM Calcutta, and Bachelor of Engineering from NIE Mysore.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

The biggest highlight has been the impact I have created on the companies, people, and community. I have built a globally scalable, locally relevant product marketing engine driving 20x pipeline growth across US, EMEA, and APAC regions.

I was fortunate to scale the marketing team from zero to over 35. In my team, people switched roles based on their passion. They failed, learned, and transformed as ambitious marketers. Seeing this transformation from the sidelines' hugely satisfying.

Also, I share my product marketing experience with founders and aspiring product marketing leaders. A lot of them write back saying "We grew with your ideas", and "I got a job because your guidance helped me". This gives me more energy to give back what I have learned.

Ashwin Krishna

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is important to me because the role has the responsibility to bring out the product to the market by targeting the right people, sending the right message, at the right channel, and at the right time.

Good product marketers are like all-rounders in a cricket team – industry experts, storytellers, project managers.

What should good product marketers do across product stages?

Product Development Phase

They're a bridge between users and the product team, spending time with users/buyers. Also, they know about competitors- they own the Market Requirement Document (MRD) – about users, market, and competitors.

Product Launch Phase

Product marketers own positioning and project manage the product launch.

Product Adoption Phase

Communicate the value of every new feature and co-own product adoption metrics with the PMM team.

Product Leadership Phase

As a product evangelist, one has to speak in events, come on sales calls for strategic conversations.

Axel Kirstetter

Vice President of Product Marketing at Datasite



Axel's a seasoned technology executive and coach focused on product marketing and change management. He's a subscription and SaaS expert with over 20 years of experience leading global go-to-market, pricing, and content teams. Outcomes he has contributed to include fundraisers, IPOs, acquisitions, and divestitures in the FinTech space with the likes of Datasite, Merrill Corp, Software AG, and Intralinks.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

It's very tempting to answer this question by pointing to the success of various product launches, especially their commercial impact. However one of my proudest moments is how my team was willing and able to pivot at the outset of the pandemic to a more relevant, empathetic use case.

In four weeks they developed 60 plus slides for sales enablement; a comprehensive microsite, a website update, eight video testimonials, call scripts, email templates for SDR/BDR and account-based teams; and a business case and strategic framework to operate during COVID.

Why's product marketing important to you, and what does a good product marketer look like?

The beauty of product marketing is that you touch on all aspects of the business: product, sales, marketing, finance, and customer success. From there, a product marketer needs to be good at collaboration, communication, and program management. I'd add that client-centric work, requiring empathy, discovery know-how, and commercial awareness are also important skills. Finally, given how marketing has moved from an 'art fest' to a 'science fair' the ability to find, analyze and interpret data is a critical skill set to master.

Daniella Latham

Senior Product Marketing Manager at Canva



Daniella's currently Senior Product Marketing Manager at Canva, the online design platform, and was formerly at edtech company Kahoot! Daniella's a curious product marketer with experience driving holistic marketing and growth strategies. A life-long learner, she thrives in cross-functional roles and is passionate about innovation, user empathy, and groundbreaking technology.

Daniella's originally from the UK and currently lives in Austin, TX. In her spare time, she enjoys fitness, gaming, history, and travel.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Start building an online presence, no matter how inexperienced you feel! Optimize your LinkedIn and other channels, start following and consuming content from PMMs you admire and create a website or blog to showcase a portfolio of your work, your blog posts, etc. Build your industry knowledge by reading reports on the state of product marketing.

Many leaders in product marketing are enthusiastic about giving back, so also look into joining a mentorship program to find a PMM mentor you can learn from. Remember, influence and credibility take a long time to build up. As Mark Twain said, "the secret of getting ahead is getting started".

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing plays a huge part in driving a company's strategy forward and being the glue that brings together the core functions of product, marketing, and sales. It's very exciting to know the impact you can have on the direction of a company, and the way it affects thousands, if not millions of users.

A great product marketer should be a skilled communicator, be able to apply strategic thinking, and get genuinely excited about understanding their users. Excellent writing skills are also vital to be able to win product messaging.

Sean Lauer

Head of Product Marketing at MURAL



Sean leads product marketing at MURAL, a visual collaboration platform that helps enterprises level up teamwork with imagination so that working together is more fun and innovation happens faster. Previously, he worked in B2B product marketing at Twitter and brand management at Anheuser-Busch InBev, among other marketing and design roles in his career.

A true “left-brain, right-brain thinker,” Sean holds an MBA from the Darden School of Business, an AAS in Graphic Design from Parsons School of Design, and a BS in Commerce from the University of Virginia. He lives in California with his wife, two cats, and a dog.

What advice would you give a marketing professional transitioning into a product marketing role?

Become best friends with your product team counterparts! A lot of marketing professionals have already worked cross-functionally in their roles across teams like sales and creative, but product teams are a new type of partner that requires some relationship-building. Don’t

assume that your working style with your old cross-functional partners will work with product teams. Starting on the right foot with your product team will make you a better product marketer.

Why’s product marketing important to you, and what does a good product marketer look like?

Product marketing’s central to the success of any tech company. It’s truly the “hub of the wheel” connecting many teams like sales, customer success, community, product, and other marketing functions. A good product marketer understands this position within the company and can speak the different languages of the many stakeholders required to successfully drive feature positioning and adoption. It’s a multidimensional role that requires a lot of context shifting and information management. These are also the reasons why I love product marketing and think it’s such a vital role in any tech organization’s success.

Harvey Lee

Director of Product Marketing at Avast



With over 25 years in senior product marketing roles for companies such as Virgin, Microsoft, Kaspersky, Avast, and Seiko Epson, Harvey has a track record of helping businesses of all shapes, sizes, and growth stages find the true value of their product or service. He's currently Director of Product Marketing at Avast and is also known in the community for teaching PMA Core Live and hosting weekly sessions for the Scholars and Core program student intake.

Considering tech's a modern and pioneering sector, it's difficult for many organizations to keep up with rapidly-changing customer needs. By leading product marketing strategy that listens to the voice of the customer and the market, Harvey has delivered initiatives that have guided organizations to discover previously unknown market value.

What are your tips for effective customer-centric marketing?

Show humility in your approach to product marketing and admit 'we are not the customer'. Try to filter out irrelevant internal noise and pressure that's not customer-focused and

'assume' the role of customer champion, even if sometimes that means working against the grain. Effective customer-centric marketing relies on many things but it's grounded in research. Get outside the building, ask the right questions and listen, carefully. What's the customer insight at the heart of your marketing?

This accolade aside, what's been the personal highlight in your product marketing career, so far?

In general terms, every time there's company success that's grounded in the work my product marketing team and I do, it's always incredibly rewarding to know we made a massive contribution. The recent Avast One launch is a case in point. I'll always be proud of the work we did at Xbox during the 12 years I was there, we were a small team but we built that business from nothing.

Madison Leonard

Product Marketing Lead at ClickUp



Madison's an innovative product marketing professional who specializes in building ground-up programs at early and growth-stage tech startups.

Her most recent accomplishments include driving GTM strategy and feature launches at unicorn SaaS company ClickUp, where she was the first product marketing hire. When she's not growing software products that solve problems, Madison enjoys training her two pups, going wine tasting with friends, and paddleboarding at the beach!

What advice would you give a marketing professional transitioning into a product marketing role?

I fundamentally believe that having a generalist marketing background is hugely impactful for any specialist career. Even though you might not be sending emails, writing social posts, creating videos, or building landing pages yourself as a product marketer, most GTM plans will involve these marketing initiatives and it's vital to understand how each one should be executed and when.

Why's product marketing important to you, and what does a good product marketer look like?

I love product marketing because it's so unique. There's no other function that interacts with an organization in the way that product marketing does. Good product marketers have their hands in so many different departments – from product, customer insights, paid marketing, creative, content, growth, and so many other functions – to ensure the product goes to market effectively. The best product marketers are people who have deep customer empathy – once you know the deepest fears, passions, and concerns of your customer, you're able to do anything!

Joshua Lory

Senior Director of Product and Technical Marketing at VMware



Joshua leads storytelling, adoption, scale, and sustainability of VMware's AI-powered management and support technologies, serving over 500,000 customers. He aims to empower his customers and employees to spend more time on innovating vs. fighting fires.

He's also host of PMA's Podcast series '48 Hours to Lead', where he speaks to leading professionals about career-changing insights designed to help other product marketers flourish within just two days.

"Josh is an extremely smart, results-driven advocate for VMware. He is relentlessly customer-focused, collaborative, and team-oriented. Josh is passionate about his career and personal development and highly motivated to achieve. I enjoyed working with Josh and know he will be successful in whatever he endeavors to accomplish."

Sid Earley, VP of Vendor Solutions at TD SYNNEX

"Josh has a contagious spirit about him and is able to drive and get things done that often challenge others. Josh was key in driving a new initiative at VMware and he had to rally not only an immediate team but others in adjacent business units to be successful. Josh was able to effortlessly communicate, coalesce and align groups and individuals, with often different priorities, all to a common goal. It's been a pleasure to work with Josh and I look forward to our paths crossing again soon."

Darren Tonnessen, Director of SaaS and DevOps Programs at VMware

Hugo Macedo

Senior Director of Product Marketing at PandaDoc



Hugo's passionate about People, the New, and the Change in between. For him, this means Marketing, Innovation, and Change. He currently serves as Senior Director of Product Marketing at PandaDoc – a unicorn tech startup going after your paperwork. In his role at PandaDoc, he focuses on Strategic Product Marketing.

Over 20 years, he had a diverse experience across multinationals, consulting, and startups, primarily focusing on Marketing. He has an MSc in Engineering and an MBA.

What are your tips for effective customer-centric marketing?

Is there any other kind of marketing? It all starts with empathy - or as we used to say, "put yourself in the other's shoes" - see what they see, feel what they feel, think what they think, understand why. Understand their fears and desires, their ambitions and anxieties.

You can't be customer-centric if you don't connect at this level. You need to stop talking and start listening - furiously. And be extremely curious about human behavior. Why do they

speak and act like that? What's driving them? Why?

If you just talk, you're a stranger, maybe an acquaintance. And we need to be their friends.

Focus on building a long-term relationship with the customer based on trust and multiple understanding. Make sure you're always talking about them, not you. You, your product, only deserve to exist because of your customer.

This accolade aside, what's been the personal highlight in your product marketing career so far?

I don't hang on to the past. I think that what we're doing now at PandaDoc is both exciting and special. We're focusing on bringing a new level of strategic insight to the company. We're doing this by building what I call "the Map". It's a description of what's going on in the market, with our customers and competitors. "The Map"'s insight-driven, identifying potential opportunities, threats, and dynamics informing company and product decisions. The purpose of "The Map" is to structure strategic conversations, directions, and plans.

Conor Mangan

Product Marketing Manager at WhatsApp



Conor has over five years of experience within the marketing industry and began working in Product Marketing in 2019 at Facebook, where he was a member of the Offline Solutions team, spearheading the research and development of several Facebook digital ad products concerned with real-world outcomes. In his second year in this role, it expanded to include the management and organization of research missions across several global teams including the Gaming App Solutions team and the Business Verification team.

He then moved to WhatsApp to become a PMM where he is now responsible for new product strategy and go-to-market for WhatsApp Business, with a focus on commerce, discovery and business messaging.

"Conor is highly skilled in a diverse mix of communications and has the ability to manage marketing strategy with an astute, instinctive and efficient nature - a great person to do business with, and full of charisma."

Lauren Hedley, Freelance PR & Marketing Consultant and Copywriter

Div Manickam

Mentor, Author, and Product Marketing Influencer



Div's passionate to empower a mindful team and foster a vulnerable culture where everyone feels their voice is heard and can truly be themselves in a safe environment.

She has led product marketing efforts in startups and Fortune 500 technology companies. Div was recognized as one of the top Product Marketing Influencers in 2019 and 2020 and Positioning Maestro of the Year 2020 by Product Marketing Alliance for redefining standards, helping shape the evolution of PMM, and elevating awareness among the C-suite.

Div enjoys sharing her experiences on leadership and product marketing on Medium. An avid traveler and foodie at heart, she captures her memories one click at a time.

What are your tips for effective customer-centric marketing?

Buyer journey starts from discover -> learn -> try -> buy -> advocate. This is the circle of customer-centric marketing, bringing the tenants of intention and purpose in our product marketing efforts and building the retention and advocacy with our champions, and providing a platform to share the voice.

What's your product marketing prediction for 2022?

For me, product marketing's the central linchpin which drives the right focus and priorities across multiple cross-functional teams – product, sales, and marketing. If the leadership doesn't understand the value of product marketing and how to best leverage this, it defeats the purpose.

It starts with understanding the buyer persona and their pain points and then sharing valuable resources to help them in their journey. For 2022 and beyond, we need to build more human connections and rely less on technology to solve our problems.

Farhan Manjiyani

Technical Product Marketing Manager at Rev.ai



Farhan's a seller turned product marketer helping to launch the premiere enterprise automatic speech recognition (ASR) provider Rev.ai – an AI/ML startup within a startup. Prior to Rev, he was the first product marketing hire at a venture-backed startup in the restaurant-tech industry after carrying a bag (quota-carrying sales rep) at various-stage startups across the globe, including Austin, Cape Town, Dubai, and Hong Kong.

He's a graduate of The University of Texas at Austin and has previously served in national and regional leadership roles for the Jamati Institutions in the USA (Ismaili Professionals Network) and Muppies (Muslim Urban Professionals).

What are your tips for effective customer-centric marketing?

Good product marketers focus on hearing the voice of the customer, and use that to drive their decisions; great product marketers focus on elevating the voice to help others use the voice of the customer to drive decisions.

What's your product marketing prediction for 2022?

The career path will diverge from PMM > CMO to PMM > General Manager/Leaders of new business units

Erik Mansur

Vice President of Product Marketing at Crayon



While he's had the title of 'Product Marketer' for over seven years, Erik has been a storyteller his entire life. After spending over 10 years as an on-air personality for various top 40 radio stations, he eventually found himself working for tech startups where he's enjoyed building a rapport with customers, understanding their unique challenges, and telling their stories to his colleagues in product management, sales, customer success, and marketing.

At Crayon, Erik's not only the VP of Product Marketing, but the person in charge of their own CI program, where he regularly makes use of Crayon's industry-leading software platform to activate competitive intelligence throughout his organization.

What are your tips for effective customer-centric marketing?

Empathy, empathy, empathy! Being empathetic to your customer's needs is arguably the most critical part of being a product marketer, and I think it's what separates us from our colleagues in other marketing disciplines. I think that some PMMs, given their proximity to high-growth product teams or in-the-weeds customer success teams, can find themselves thinking only about features and functionality, which does translate to customer value, but only through the narrow view of using your specific product.

To be truly customer-centric in your marketing efforts means to constantly understand the answers to the questions "what are my customers' challenges?" and "how does this product solve for them?", with the questions themselves almost acting like a daily mantra. We are the "voice of the customer" after all—and you don't keep that voice in tune without exercising it.

Erik Mansur

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I always describe being a product marketer as being a “pivot point”—someone who’s often positioned to connect different spheres of influence within an organization. At a previous company, my connections to other functional roles and core departments went so deep that the CEO routinely tapped me for leadership roles in completely different departments if there was a temporary vacancy or a need for more of a firm hand in guiding the team.

While there, I spent portions of my tenure managing relationships with key customers in Silicon Valley, flying across the world to lead sales and customer success teams in London, and leading the global product and engineering teams. Being asked to take on roles that are outside of my core discipline because of the respect that I had earned from my superiors and colleagues is easily one of the personal highlights of my career in product marketing.

Andrew McCotter-Bicknell

Head of Competitive Intelligence at ClickUp



Four years ago, Andy pivoted from a career in Sales, moved across the country, and began work as a Product Marketer at ZoomInfo. From the moment he began writing his first positioning brief, he was hooked.

After living the full-stack PMM life for two years, he went all-in on building the company's first formal Competitive Intelligence program. During that process, Andy realized how important that function was for fast-growing companies. He said, "we live in a different world today than ten years ago—buyers now have an infinite number of solutions available to them, and it's harder than ever to get through to them."

With this in mind, he doubled down on Competitive Intelligence and now serves as the Head of CI at ClickUp. In his role, Andy's responsible for informing leadership and product of relevant customer and market trends, enabling Sales to win more competitive deals, and creating content that explains how we differentiate from alternatives.

What advice would you give a marketing professional transitioning into a product marketing role?

My recommendation to anyone transitioning into a Product Marketing role is to connect with other Product Marketers. Don't be afraid to reach out to them via LinkedIn or in the PMA Slack group. And keep in mind that most product marketers started their careers in other roles or departments. You're not alone in this career transition. Enjoy the ride!

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is important because it bridges the gaps between sales, customer success, marketing, and product. Behind every modern, scaling company is a team of communicative, curious, and proactive Product Marketers.

Alex McDonnell

Marketing Intelligence Lead at Airtable

 Airtable

Alex runs the Market & Competitive Intelligence at Airtable, which sits in their Product Marketing team. He's a researcher and a marketer helping sales, CS, and marketing cut through the noise with clear competitive positioning. From there, Alex provides research and recommendations to their product teams who are deciding what to build next.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Document what you're learning, even if it's just for yourself. Write down how you're feeling about a difficult decision. Reflect on those awkward mistakes. Once you've captured those lessons, you might feel inclined to share them with teammates, past colleagues, or your broader network. It's a great practice in humility. And that's pretty influential!

Why's product marketing important to you, and what does a good product marketer look like?

Without a strong PMM, innovative products may never find their audience. We can end up with technical "solutions" that are searching for a problem to solve. A PMM gives products a better chance of finding traction and building momentum.

A great PMM is able to:

1. Lead and inspire without formal authority
2. Tell stories that build identity and community
3. Operate at every level of thinking from strategy to implementation

Nick McLachlan

Senior Product Marketing Manager at Amazon



Nick's a Senior Product Marketing Manager at Amazon, working on the rewarded advertising product (Moments). He's a product marketer that wants to create and tell stories that breakthrough and resonate. Passionate about technology, adaptive to change, and hungry to learn. He loves taking complex, complicated issues or trends and unpacking the threads to create simple and differentiated narratives or solutions.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Write, read, speak, present as much as possible, and pay attention to how it's received. Ask for honest and detailed feedback from people you trust and don't be afraid of failure – it's the fastest way to learn.

Why's product marketing important to you, and what does a good product marketer look like?

The world's getting more complex, more technical, and more distributed. Generalists that can collect, distill, collaborate and effectively communicate this information to make different stakeholders care is only getting more and more important. Product Marketers are almost like a swiss-army knife for an organization – they can lean in closer on sales strategy, product strategy, marketing strategy, and generally always can bring different perspectives and voices to most meetings and viewpoints – always focused around the customer.

Chakshu Mehta

Senior Product Marketing Manager at Datadog



Chakshu is a Senior Product Marketer with over five years of experience building and executing go-to-market strategies, category creation, and messaging with early-stage B2B startups. Chakshu has experience marketing across various industries from medical to sales tech and most recently DevSecOp technology. She leads with empathy when creating and executing messaging to amplify the customer's voice and create community engagement.

What's your product marketing prediction for 2022?

We're already seeing a huge demand for product marketing roles across tech. I think this is partly due to the increasing demand for tech products in general that we saw during the pandemic. With more demand, we're seeing more product launches, stronger competitive forces across industries, and increasing interest from legacy enterprise companies looking to modernize their processes.

I assume PMM will take a similar journey that product management has had in the past few years. We'll see more coursework and best practices available to ramp up new PMMs and fill empty roles and we'll start seeing PMMs coming from a variety of backgrounds from consulting to traditional engineering roles that may want a career change. I think demand will only continue to increase for these reasons.

What's been the personal highlight in your product marketing career, so far?

I enjoy the collaborative nature of product marketing so for me, the highlight has been learning from my colleagues in engineering, design, writing, sales, demand generation, and from our customers. Getting access to their thought processes, ideas and ways of working have motivated me to always improve and really made me a more well-rounded individual both professionally and personally.

Morgan Molnar

Director of Product Marketing, Global Insights Business at Momentive



Morgan leads product marketing for the global insights business at Momentive (maker of SurveyMonkey). She began her career at Nielsen, consulting on marketing ROI & analytics for Procter & Gamble. After various B2C and B2B research consulting roles, she discovered a passion for building innovative research technology and bringing new solutions to market.

At Momentive, she was the first product marketer on their insights business team and has since built out the function and grown the business from a single product to a global portfolio of 22 software solutions that span market, product, and brand insights. Now, companies like IBM, Allbirds, Chime, and Apartment List use Momentive for a variety of market research use cases, from market sizing to brand health tracking and beyond.

Morgan lives in Redwood City, CA with her husband, Alex, and golden retriever, Penny.

What advice would you give a marketing professional transitioning into a product marketing role?

It's rare to find entry-level product marketing roles because product marketing is so strategic by nature. So, you'll want to start gathering experience that falls into the product marketing wheelhouse. I've seen content strategists move into product marketing because they leaned into developing positioning and messaging. I've seen growth marketers take on persona work and salespeople take on collateral creation and enablement. As for me? I became a product, industry, and customer expert with roles in market research and pre-sales consulting. I could transition easily into product marketing because I intimately understood the value our customers got from our product.

Morgan Molnar

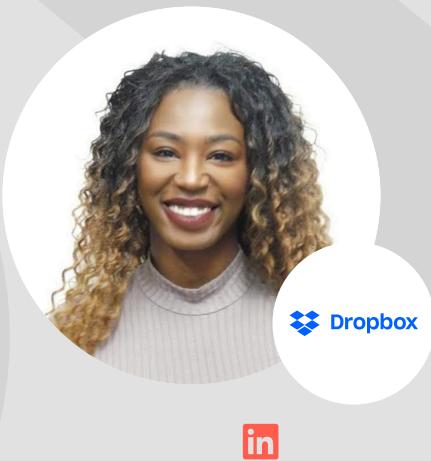
Interestingly, I've also hired people into product marketing roles without prior PMM experience who previously had roles as our target buyer (e.g.: an insights manager who buys research technology can be a great fit to transition into product marketing for a research tech company). The best advice I can give you is to be vocal with your manager about your career aspirations so they can look out for opportunities to get you more exposure to product marketing, even if it's a project here and there.

Why is product marketing important to you, and what does a good product marketer look like?

I've always been a generalist at heart. Call it work FOMO if you want, but I'm happiest when I get to have an impact on all aspects of the business. Product marketing allows me to strategically influence the success of product, marketing, and sales. The downside to this is that a product marketer's time is in high demand—there is always an abundance of projects to tackle. But just because a product marketer can do it all, doesn't mean they should. An excellent product marketer recognizes this and works with their leadership team to ensure they are working on things that will have the greatest business impact.

Madison Moyd

Product Marketing Lead at Dropbox



Madison's a global marketing strategist with 10 years of experience leading marketing and product initiatives for both SMB and enterprise-level global brands. She's currently a Senior Product Marketing Manager at Dropbox focused on consumer efforts.

What advice would you give a marketing professional transitioning into a product marketing role?

As someone who transitioned from marketing into product marketing myself, my biggest piece of advice would be to learn everything you can about product management as quickly as you can. While many PMM charters can focus on outbound marketing objectives, the function continues to evolve and provide value and product marketers are becoming more critical to the product development process. It's no surprise given PMMs sit at the center of the customer and the product - and you should be an expert of both.

The future definition of a strong PMM will be proving that you can't only apply your marketing background to curate effective GTM efforts, but also provide inbound value to your product team to ensure you're building the best product for the right customer.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

A favorite personal highlight of mine has to be becoming a PMA ambassador (and yes, this is unprompted!) PMA and its resources have played a huge part in what makes me proud to be the PMM I am today. After years of encouraging friends, colleagues, and those I met while networking to check out PMA, obtaining the official ambassador status felt like a badge of honor. I love watching the PMM function and workforce grow.

Daniel J Murphy

Vice President of Marketing at Privy.com



Daniel's the VP of Marketing at Privy.com – the number one reviewed sales app in the Shopify App Store and one of the fastest-growing companies in the U.S. Before Privy, Daniel led product marketing at Drift, and demand generation at Onshape.

What advice would you give a marketing professional transitioning into a product marketing role?

Product marketing always gets pulled in so many directions, into so many projects, and is supposed to influence numerous metrics. Be very picky about what you say "yes" to. You have to work on multiple fronts but pick the ones that have the highest leverage for the business. Don't get trapped being a resource for everyone, because you'll end up being less valuable.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is emerging as one of the most crucial roles on the marketing team. The story, the message, the deep product, and customer understanding are vital to growth, especially in markets that continue to become more crowded. Great marketing leaders and CEOs get this. So they invest in product marketing. The best product marketers never lose sight of the bigger picture. Get a strong grasp of what connects your customers to your product and be the translator across departments to help your business grow.

Vishal Naik

Director of Product Marketing at DocuSign



Vishal leads marketing for the DocuSign Platform. The Platform Marketing team owns the full funnel of the developer experience, as well as oversees other foundational products that support the core DocuSign SaaS suite. Previous to DocuSign, he spent 12 years in Product Marketing across marketing tech, HR software, productivity and collaboration tools, and the IT reseller space. Most of his career has been spent focused on democratizing technical products to all personas in order to drive business growth.

What are your tips for effective customer-centric marketing?

I think the biggest thing is that you need to always understand that your customer has choices. Even if it's not your direct competitor, there's another product out there that has a different path to solving what your customer has a budget for. So we as marketers need to get away from highlighting the products we build and the value they can bring to a customer and really think about the indirect impact as well - what's the customer trying to solve, and why

our differentiated point of view is going to open up new business opportunities or enable the creation of new processes beyond just the direct value our product provides.

What's your product marketing prediction for 2022?

Successful PMM teams will migrate away from templating launches and bill-of-materials management and focus on product ownership. Knowing when to jump from creating a unique launch plan to a when-to-influence roadmap on when to work with sales. The PMM function will begin to serve less as a means to get products and features to market and more as a product-line CMO.

Kalyn New Senior Director of Product and Customer Marketing

at Campaign Monitor Group



Kalyn's responsible for leading a global team of Product, Sales, & Customer marketers across a portfolio of Self-service, SMB, & Enterprise email products. Within her work, she aims to embody the voice of their customers in order to evangelize their product value and enable their sales and marketing teams.

She considers nurturing and growing their customers and prospects extremely important, especially to help them understand what makes CM Group products unique, and find deep value in how they can be applied to help improve their business.

What are your tips for effective customer-centric marketing?

An organization will never truly be customer-centric unless the entire business is aligned – it cannot be left to one individual or team. With that said, PMMs can do their part by ensuring product teams are solving real customer problems that are both quantitatively and qualitatively validated, and not get distracted by too many loud customer requests.

Product marketing should also refresh buyer personas every six to 12 months and make sure the whole organization accepts and uses them – buyer personas should be more than a box tick exercise. Buyer personas can influence how support speaks to customers, what sales reps upsell, how marketing writes copy, and what product teams build.

What's your product marketing prediction for 2022?

Companies are really starting to understand the value product marketing can add to an organization and, as a result, PMMs are in high demand! 2022 will see the Product marketing function evolve to a standard scope covering positioning & messaging, persona development, GTM, and competitive intel – instead of a catch-all that drastically differs across businesses. PMMs will be successful if they can focus on these four key areas, manage their stakeholder expectations, and measure their impact.

Sandra Parks

Senior Director of Marketing and Product at Comcast



Sandra has dedicated over 18 years of her life to Comcast, first as a Regional Marketing Manager, working with the Area Marketing teams to ensure the effective implementation and execution of area-led marketing initiatives. She then worked her way up the company ladder, spending seven years as a Senior Director of Marketing Operations, where she developed and influenced marketing offer strategy for the Northeast Division of Comcast, serving nine states and 7.9 million customers.

She now works as the Senior Director of Marketing and Product, where she's the Greater Boston strategic marketing executive, focused on Customer Acquisition, Competitive Strategy, New Product Launches, Sponsorships, and Subscriber Budgeting, and Forecasting.

"During my time at Comcast, I had the privilege of working with Sandy and was constantly amazed at her abilities as both a marketer and a leader. Sandy had what I believed to be one of the most challenging jobs in the organization. As Director of Marketing Operations, she was responsible

for developing and operationalizing the division's offer strategy – a description that doesn't do the level of complexity associated with her position justice. Her role demanded a deep understanding of the financial implications of an offer, a high level of organizational aptitude, and the ability to manage expectations with a variety of passionate stakeholders. By leveraging her intelligence, experience, and tenacity, Sandy was somehow able to make it all look easy. While that's impressive in and of itself, what's all the more amazing about her is that her strength may actually be in strategic marketing. She was constantly sought after as a resource when developing new marketing programs. Her discerning eye and market insight provided an amazing sounding board to bounce ideas off of, giving key feedback that helped inform the go-to-market strategy."

Matthew Dunn, SVP of Media at Havas

Dario Perez

Senior Global Product Marketing Manager for Payments at Expedia Group



Dario leads Global Product Marketing for Payment Solutions at Expedia Group, responsible for launching and driving the adoption of new innovative payment products across multiple regions. He recently brought his passion for fintech and innovation to the global tech travel platform. His previous product marketing experience is in leading companies including Revolut, Santander, and Mercedes-Benz.

As a product marketer who considers customer obsession part of his DNA, Dario's a versatile marketer, honing his skills in both B2B and B2C markets.

What are your tips for effective customer-centric marketing?

Pick up the phone, talk to a customer, ask the right questions, and repeat. I believe this is the only magic sauce for effective customer-centric marketing. Many companies talk about customer obsession, but few marketing executives do pick up the phone.

What's your product marketing prediction for 2022?

Product marketers will become a must-have in any organization that strives for growth or innovation, and the go-to professionals to support the strategic decisions at the top level – a very exciting year ahead!

Trevor Pyle

Director of Product Marketing at Quantum Metric



Quantum
Metric



Trevor leads Platform Product Marketing at Quantum Metric and is based in Denver, Colorado. His team focuses on GTM product launch, pricing/packaging, competitive strategy, customer activation, and messaging/positioning. Trevor brings strategy, a growth mindset, candid conversation, and passion to his work every day. Depending on the season, you can find Trevor mountain biking or skiing in the mountains of Colorado. All seasons, you can find Trevor chasing the perfect slice of brisket.

What are your tips for effective customer-centric marketing?

Empathy. Talk with your customers. Every week, at least. Understand where they consume content or learn about the latest trends. Understand their world and what they worry about. Use that knowledge to create empathetic messaging. Meet them where they are and speak like a human. No jargon or buzzwords. Lastly, use a hero-centric tone. Your product's not the hero, your customer is. Your product simply plays a role in enabling them to achieve their goals.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Winning a peer award at my company (Quantum Metric) is a great memory. For me, it's all about improving the lives of the people around me. So being recognized for a culmination of the little things (and some big things) was nice.

Samer Ragheb

Product Marketing Lead at TikTok



Samer has been in and around different Marketing functions for over 15 years. Between Beirut, Paris, Dublin, Johannesburg, and London, his experience spans across continents. It was through Parisian digital agencies, where he was selling the concepts of Facebook and Twitter to reticent brands in 2008/9, that he ended up joining Facebook as a fresh graduate.

From there, the path went through programmatic platforms, agencies, mobile gaming, and E-commerce among others. Every one of those experiences shaped what would become his current role at TikTok.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Empathy, both personal and professional, is key to crafting your products and framing your messages in the most impactful way.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing, when done right, is really the glue that connects together otherwise quite detached organizations. A good product marketer spans the diversity of skills required within the function, though everyone will have a natural penchant towards one side or the other. Whether it's inbound research, product strategy, GTM operations, or creative storytelling, identify your strengths within that and capitalize on them.

Abhishek Ratna

Head of AI/ML Developer Marketing at Google



An engineer by education, a marketer by passion and profession, Abhishek has had a blast marketing everything from video games to diapers to fashion to enterprise software to Ad products to APIs. Up until his recent role change, he led a team of marketers at Google to make Tensorflow the most loved brand among AI and Machine Learning developers.

He has held roles across developer marketing, lifecycle marketing, growth & acquisition, marketing analytics and demand generation at Facebook, Microsoft, and other organizations. Abhishek believes firmly in the value of ongoing marketing education to level up your skills and is happy to chat marketing with anyone interested.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Keep sharpening your marketing chops by taking on projects and through education. Value every marketing learning opportunity and learn to love marketing data. These will fuel your

career growth. And keep paying it forward, by sharing your insights, learnings, and staying hungry for knowledge.

Why's product marketing important to you, and what does a good product marketer look like?

A product marketer's the most crucial driver of marketing success. My favorite quote around product marketing is "product managers get a product to the shelf, but product marketers get it off the shelves." A good product marketer quickly becomes the center of gravity of product growth, regardless of the size of the organization.

I believe good product marketers combine a passion for their product, intimate familiarity of their audiences, skills in narrative creation with a hunger for testing and optimization.

Elliott Rayner

Chief Marketing Officer at ARION



Elliott has worked for over a decade in the sports industry, working for both ADIDAS and ASICS, specializing in product marketing and innovation. He was responsible for developing innovative performance products for the Football World Cup, Rugby World Cup, and the Olympics.

Now Elliott's focused on SportsTech, leading marketing for ARION in the hope of eliminating running injuries.

What advice would you give a marketing professional transitioning into a product marketing role?

The best products and the best stories have authenticity at their core. There are very few things that can't be improved and innovated with simply a clearer understanding of your brand purpose.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Being a part of the ADIDAS product marketing team that created the football kits for my hometown club, Newcastle United.

Sapphire Reels

Director of Portfolio and Integrated Marketing at Pluralsight



Sapphire's a B2B marketer with a background in product, portfolio, and integrated marketing. She started her career as a PMM focused on market intelligence, positioning and messaging, sales enablement, and launch strategy. Today, her role has evolved to storytelling, go-to-market, and campaign strategy across a suite of products. She thrives on building personable, empathetic narratives fueled by data. Sapphire uses a deep understanding of the market to help drive brand awareness, revenue, and product adoption. She thrives on building relationships and keeping everyone focused on the true North Star: our customers.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Begin building your brand. Start small—get on Twitter and LinkedIn and start posting about your PMM learnings. Find the watering holes where product marketers exist (hello, PMA!) and get involved. Don't discount your knowledge as a budding PMM. It's the journey you're on that'll show how you've built influence. And be

authentically you along the way. We want to see your perspective, not the perspective you think we want to see.

What's your product marketing prediction for 2022?

We so often focus on putting all our eggs into the launch basket. However, buying habits have shifted and we need more "always-on" education for customers and prospects. In 2022, I expect product marketing teams to get much more in lockstep with demand generation teams focusing on campaigns.

Luisa Ribeiro Rodrigues

Senior Product Marketing Manager at Adjust



Luisa's a Brazilian product marketer based in Berlin. She's a social scientist who's obsessed with research and passionate about creative communication.

After completing her degree in advertising, Luisa began her career in an ad agency, where she pioneered strategies for mobile-first campaigns. Working with global brands, she had the opportunity to experiment with different formulas to promote products in a multichannel world when mobile was just emerging as a format.

Luisa's unique set of skills and background led her to product marketing and currently works at Adjust. Today, she continues to innovate the field by combining creativity, analytics, and data.

What are your tips for effective customer-centric marketing?

The most important rule is to focus on solving problems for your customers. Too often we try to place ourselves at the center of attention rather than facilitating our customers' journey. The more you incorporate your product into your customer's daily routine, the easier it'll be for them to envision it as a solution to problems they are facing.

For an actionable tip: try presenting the results that your product will give them instead of highlighting your product's features.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I'm especially proud of #WeAllMove, an online platform that I helped conceptualize, develop, and market at the beginning of the COVID-19 Global Pandemic. At the time I was a Product Marketing Lead for a mobility-tech company and this particular project helped connect alternative mobility providers with front-line workers who needed safe and reliable transport during the initial lockdown.

Building and marketing a product that helped society keep moving during an unprecedented crisis was one of the most rewarding experiences of my career.

#WeAllMove was 100% conceptualized and executed in-house. After its launch, the World Economic Forum became an official partner and used the platform in its strategy to fight the pandemic.

Jon Rooney

Group Vice President, Industry Marketing at Oracle



Jon started out in the world of product marketing at Splunk, where he worked his way up the company ladder for several years, ultimately becoming the Vice President of Product Marketing. Since then, he has worked at Domino Data Lab, New Relic Inc, and finally ended up in his current role as Group Vice President of Industry Marketing at Oracle.

"I have worked with Jon in multiple product management teams. His intellect and strong foundational approach to marketing are unmatched. He also has an uncanny ability to translate complex scenarios into easy-to-understand messages and stories. As a teammate, I very much look to him for guidance and feedback on my own work, given my respect for his work and accomplishments."

Marissa Jones, Senior VP of Product at Bazaarvoice

"As a manager, Jon strikes the perfect balance between supervision and collaboration. I could always count on Jon to help with anything ranging from idea generation to hammering out SQL queries. He also took care to really develop his direct reports' skills and communicate the team's larger goals as well as how each project dovetails with those. Jon was a pleasure to work for."

Miranda Luna, Staff Product Manager at Databricks

Trisha Stock-Farmer

Senior Product Marketing Advisor at Cigna



Trisha describes herself as a results-driven professional development and marketing candidate with a proven record in the private, for-profit, and non-profit industries. She has experience developing, organizing, and executing engaging marketing plans, communications, and special events to increase brand recognition.

She's also a strategic and analytical thinker, skilled at finding problems and solutions to improve efficiency, reduce barriers to care, and increase customer satisfaction. Trisha leads with a keen ability to motivate the sales/marketing task force to produce sales goals and objectives.

"Trisha is a high performer and has done excellent work at Aspire. She is a dynamo who gets difficult things accomplished through persistent professionalism. I would hire her in a heartbeat if there were a vacant role at my new employer!"

Heather Peterson, CFO at Memorial Hermann Health System

"Trisha is ferocious. She attacks goals, discerns priorities, and makes sure every detail is accomplished. I'd work with her any day in any situation."

Eddie Christy, Senior Producer at RedPeg Marketing

Julien Sauvage

Vice President of Product Marketing at Gong



Julien's currently the Vice President of Category, Customer and Product Marketing at Gong. Previously in leadership positions at Salesforce, Talend, and SAP.

He's a product marketing leader with 15 plus years of hands-on and managerial experience leading product marketing, go-to-market strategy, and pre-sales within startups and enterprise companies, specializing in Artificial Intelligence, CRM, and data-related technologies.

Proven experience leading product marketing teams to drive product positioning, sales enablement, and adoption marketing, resulting in rapid growth in awareness, pipe, ARR, and product adoption.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Building or fixing teams! Aligning each person's strengths with what the business needs. Make sure everyone in the team keeps learning, growing, and having fun. Growth, culture, and fun are non-negotiables in my book.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing has become essential to every company's strategy and execution. We are the glue between our internal stakeholders (Sales, Product, Customer Success, Exec team, the rest of Marketing) and our external ones (customers, prospects, partners, analysts, reporters, influencers, etc.). Because of that highly cross-functional aspect, great product marketers tend to be connectors - they are able to listen, synthesize, educate and liaise the different parties in a seamless and strategic manner.

Irit Schwartz

Director of Product Marketing at Fyber



Irit has had a job crush on product marketing ever since becoming one of the first PMMs to lead these efforts at Facebook six years ago. With more than 12 years in advertising, digital marketing, and product marketing, Irit has gained experience in building the PMM function and growing it within global companies. Irit's currently the Director of Product Marketing at Fyber – a Digital Turbine company – an app monetization platform aimed to help app publishers grow their business.

What are your tips for effective customer-centric marketing?

- Don't focus on features and capabilities – clients don't buy features but rather they buy the value these bring to their business.
- Focus on the pain points your product is solving for your clients – the only way to do it is by listening, and asking the right questions.
- Be open for feedback, ask for it actively, and try to see if it's possible to implement it in the product roadmap.

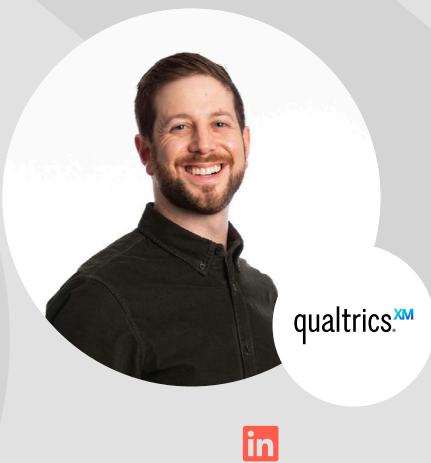
- Lean on the business teams – they're at the front line speaking to clients all-day.
- Listen to common themes coming up in meetings and address them through internal/external materials.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

I had the amazing opportunity to help re-shape the positioning of one of Facebook's leading products, crafting and supporting the go-to-market, and training the business teams around the world. And of course – making this shortlist!

Scott Shapiro

Principal Product Marketer at Qualtrics



Scott's a Principal Product Marketer at Qualtrics where he focuses on Customer Success and Growth. In this role, he brings together product marketing and marketing operations strategies to drive customer adoption, usage, and renewal. Qualtrics' the leading Experience Management firm, which helps companies around the world attract customers who stay longer and buy more, engage employees who build a positive culture, develop breakthrough products people love, and build a brand people are passionate about.

Prior to joining Qualtrics as a private company, Scott worked at Microsoft for 5 years doing product and growth marketing for Office. He helped launch the first-ever version of Office for iOS and Android, the first integration between Microsoft and LinkedIn, and the redesign of OneNote.

Outside of his day job, Scott's the host of the Product Marketing Alliance podcast "The Goald Standard: Achieve and Surpass your Goals", has been published by Business Insider, and has spoken at marketing/technology conferences in 6 countries.

On a personal note, Scott's a passionate political junkie (including working on multiple campaigns), can often be found with a camera in hand and is obsessed with all things comedy from stand-up to memoirs and satire. He's a proud University of Michigan alum, is currently a part-time MBA student at the University of Washington Foster School of Business, and lives in Seattle, WA.

Scott Shapiro

What are your tips for effective customer-centric marketing?

To be effective at customer-centric marketing, every person in the organization needs to realize that understanding the customer is their responsibility and that it takes more than a once-per-year set of research or quotes to be truly connected. I encourage marketers to consistently speak with their customers directly through advisory panels, one on one outreach, and shadowing sales or customer success representatives at your company.

In addition, it's critical to develop a customer journey map from the customer perspective, not the company perspective. Then, utilize that information to make sure you are prioritizing their needs and creating simple but powerful customer-centric engagements instead of "shipping your org chart" with disparate and siloed strategies.

What's your product marketing prediction for 2022?

Everywhere you turn there's another business offering their service or product on a subscription basis - enterprise software, streaming entertainment to even skincare and toothbrushes. With so much of the B2B and B2C world turning to subscription business models, landing ongoing value to customers is even more critical than ever; you need to continually earn the customer's subscription.

Product marketers are best positioned to help transform organizations to focus on value creation instead of old-school feature-led messaging. Based on this, I have two predictions for PMMs in 2022. First, product marketers will need to invest in their revenue management skill set and pipeline management to better orchestrate full-funnel strategies from qualified leads to conversion and usage. Second, as more business models turn to subscriptions, PMMs will be hired earlier and more often to start-ups or growth companies to help them continue earning the opportunity to expand their user base and avoid customer churn.

Mary Sheehan

Group Manager, Engagement & Retention Campaigns at Adobe



Mary Sheehan's a three times Head of PMM and a marketing leader. She has worked in tech marketing at companies of all sizes, including her current role at Adobe, and prior roles as Google, NextRoll, Firstup, and her consultancy, The Go-To Marketer.

As a seasoned marketing leader, she has vast experience launching new products, positioning for growth, and creating go-to-market strategies that span the entire organization. She's an alumna of UC Santa Barbara and lives in the San Francisco Bay Area with her husband and son.

What are your tips for effective customer-centric marketing?

If your product's for "everyone" – it's actually for no one. Make sure you specify your audience and understand the ins and outs of what motivates them.

What's your product marketing prediction for 2022?

I think we'll continue to see more CMOs with a foundation in PMM experience.

Yoni Solomon

Chief Marketing Officer at Uptime.com



Yoni's CMO of Uptime.com, which delivers web monitoring peace of mind to thousands of customers around the world. He has spent a decade launching new products for G2.com, PowerReviews, and Vibes.

Yoni's thought leadership on go-to-market strategy is published in Forbes. He's been recognized as one of tech's most influential product marketers by the Product Marketing Alliance, which named his team at G2 2019's Product Marketing Team of the Year.

What are your tips for effective customer-centric marketing?

Customer-centric marketing of ANY kind begins with intimately understanding the customers themselves. This means rolling up our "curiosity sleeves" and putting in the hard work of empathizing with their problems, rallying around their goals, experiencing our tech through their eyes, understanding the competitive options available to them, and truly listening to their voices. Luckily, the listening part has never been easier thanks to tools like conversation intelligence software and review platforms.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Accolades are fun, but nothing beats the experience of helping develop strong product marketers. Getting to hire, manage, and grow the next generation of product marketing leaders has undoubtedly been the highlight (and privilege) of my career.

Ciara Spillane

Senior Product Marketing Manager at Square



Ciara is a marketing leader with nine years of experience defining and scaling go-to-market programs for early-stage, product-led startups. As is the nature of startups (and having been the first marketing hire at a handful of them), she's worn many hats: brand marketing to product, field marketing to comms, and even demand gen to digital. Today, she leans on her experience to bring a strong, holistic vision to the strategy driving adoption and retention for Square Loyalty.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

- 1.** Stay customer-centric: Empathize with user pain points, customer aspirations, and complex buying processes.
- 2.** Cultivate domain expertise: Know your product, market, and competitors better than anyone else.

- 3.** Play well with others: Develop a knack for teamwork and a strong sense of diplomacy.
- 4.** Be financially literate: Understand the impact your role has on revenue.

What's your product marketing prediction for 2022?

The last decade has shown us that consumer behavior can shift drastically—and sometimes without warning (e.g. coronavirus outbreak effect). Similarly, the function of product marketing has undergone an evolution, albeit incremental.

Following the pandemic, organizations will need to reevaluate what they think they know about their market at large. Though product marketing as a discipline remains fairly nascent (and varying in nature from company to company), I anticipate 2022 to bring more demand, elevation, and understanding of the role—with PMM hires occurring earlier and more strategically in a company's lifecycle.

Emma Stratton

Founder and Chief Strategist at Punchy



Emma's an expert in messaging and positioning for B2B tech companies. At Punchy, she helps product marketers, founders, and leadership teams translate visionary technology into simple, compelling storytelling that resonates with buyers. Emma also trains product marketing teams in the art and craft of great messaging, runs seven miles a day, and is a mom of three little ones.

What are your tips for effective customer-centric marketing?

Always put yourself in your customer's shoes. Aim to see the world from their perspective. Show that you understand them by reflecting their real challenges, needs, and aspirations—in their language. That's how you build trust and credibility through messaging.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

As a consultant, I'm lucky enough to become an honorary member of multiple product marketing teams each year (and make friends along the way). Beyond that joy, the highlight for me is always helping good people articulate the awesomeness of their product with clarity and conviction.

Bruce Swann Principal Product Marketing Manager, Customer Journey Management Solutions at Adobe



Bruce's a proven product marketing leader. His areas of responsibility have included developing the GTM strategy for marketing solutions, product messaging and positioning, content creation and thought leadership, and sales and partner enablement. He's focused on the go-to-market strategies and creating and delivering thought leadership at industry events. Bruce lives in Bozeman, MT, with his wife and three children.

What are your tips for effective customer-centric marketing?

A customer-centric strategy puts the customer in the center. The strategy should include identifying the needs and challenges of prospects, then digging deeper to understand customer segments or industries, key personas, pain points, and ultimately a targeted value proposition. Successfully bringing these together will lend to a product that makes a difference in the market.

The development, marketing, and sale of a product are only part of a strategy. There should be a focus on customer success and customer lifetime value to turn every customer into a

profitable business asset. Regarding customer-centric messaging, my advice is simple – keep the messaging natural, focused, authentic, and jargon-free.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

One of my personal highlights is hiring exceptional employees and colleagues, helping them grow their careers, and being on a GTM team that overcomes challenges and experienced rapid growth. I am proud of having a reputation for being a positive energy and inspiration that connects sales, marketing, product, and the customer, which helps drive a successful product GTM strategy.

Julia Szatar

Head of Product Marketing at Loom



Julia's passion for language and storytelling carries through everything she does. At Loom, Julia leads the product marketing team which covers core product, enterprise, ecosystem, and lifecycle.

Before Loom, Julia led product marketing for Wizeline's chatbot platform and drove partnerships with API platforms like Plaid and Stripe. Julia was also a Director with the Australian Government in San Francisco, where she worked with US technology companies like Box, Uber, and Square on their international go-to-market strategies. Julia started her career in PR and Crisis Communications. She studied Media and Communications at the University of Sydney, majoring in International Relations. Outside of work, Julia produces and performs improv comedy in the Bay Area. She speaks four languages including English, French, Polish, and Japanese.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Seeing my team at Loom overcome the challenges of a high-growth startup and grow as professionals over the course of this year. The team has set the bar high for what a successful launch looks like. The other highlight is launching the Loom platform. We went from the loomSDK alpha, to beta, to GA in less than a year – essentially running a startup within a startup and launching an entirely new product. We got to work with developers and partners who have helped shape the roadmap and found incredible use cases for async video.

Julia Szatar

What advice would you give a marketing professional transitioning into a product marketing role?

Pivoting to product marketing is part marketing exercise, part upskilling. First, take a look at your overall marketing experience and see where it overlaps with product marketing. What writing experience do you have with long form and web? Have you done messaging and positioning? What have you “launched”? What marketing channels are you familiar with? Have you worked in sales enablement or with sales?

Then, ask yourself how familiar you are with technology and technology audiences. Do you understand technology buyers? Do you understand how sales reps think? On the other end of the spectrum, do you understand the product development cycle? Once you’ve done this exercise, package it up in your resume using product marketing terms, so recruiters can see you can do the job. Upskill where you have gaps, online and other courses like Product School really do help. Finally, start reaching out to people directly and tell them why you can do the job and why you want to do the job.

Richard Taylor

Senior Marketing Manager at Dell Technologies



Richard has more than 25 years of experience within the IT industry, covering the sales and marketing of computer hardware, accessories, and services into the retail, channel, online, and home shopping markets.

This experience helped lead him into the role he has today as Senior Marketing Manager at Dell, where he's responsible for leading the Product Marketing team working on Dell's Display business across EMEA. The products encompass Desktop Monitors and Meeting Room Solutions, which include Large Format Displays, Monitor Stands, Mounts & Privacy Filters.

Prior to this role, he gained around five years of experience in two different roles at Dell. First, was EMEA Product Marketing Manager, where he was responsible for driving the sales and marketing of a number of product categories within Dell's consumer electronics and accessories business. This included Monitors and Projectors, across EMEA through all channels, both direct and indirect.

Then, as EMEA Product Manager at Dell Display Products, where he focussed on the lifecycle and sales and marketing strategy for Dell's entire desktop monitor products within the EMEA Consumer and Commercial space.

Richard Taylor

"I have known Richard for over 15 years and in that time have known him to be a thoroughly professional and entrepreneurial account manager, channel manager and product manager. He has a natural ability in developing opportunities either in marketing or sales, and an instinct for the technology he is working with. He is passionate about results, and highly motivated. I would not hesitate if the opportunity arose to work with him again."

Drew Gardner, Director of EMEA North at
Broadcom Inc

"Richard is great at identifying market opportunities, detecting customer needs and proposing solutions that clearly show value. He's a great team player and was a key person in our team. Richard is an outstanding addition to any project and I would surely welcome opportunities to work with him again in the future."

Marco Davalillo, EMEA Sales Manager at
Hewlett-Packard

David Tibbitts

Product Marketing Manager at Notion



David joined Notion in 2018 as employee number 10. Today, Notion employs over 200 employees across five global offices, with a marketing team of 25. He started on Notion's customer support team, responding to customer queries over email and social media.

When he transferred over to the nascent marketing team a year later, the empathy he built for Notion's customers on the support team translated well into product marketing. In his current role as Core PMM, he keeps customers' pain points and challenges at the center of release communications and decision making.

This accolade aside, what's been the personal highlight in your product marketing career, so far?

Becoming a PMM! When I first joined Notion, I had zero experience at SaaS companies, working on a marketing team, producing YouTube videos or writing large-scale email campaigns or launching new features. I'm incredibly grateful for all the opportunities I've been given to try new things at Notion.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing is important because they're the connective tissue that unites cross-functional teams. A good product marketer lobbies the product team at every given opportunity to elevate the customer experience, and do the right thing on behalf of the customer. But across marketing and other go-to-market teams, a good PMM helps keep decisions grounded in the business and what's best for the product.

Tiffany Tooley

Head of Product Marketing at HubSpot



HubSpot



Tiffany leads an amazing team of product marketers whose goal is to inspire individuals around the world to grow their businesses better with HubSpot. Before joining HubSpot in 2021, she led product marketing teams at Salesforce, who were focused on scaling Marketing Cloud awareness and utilization within key industries like Manufacturing, Media, Travel, and Nonprofit, and supporting Enterprise, Mid-Market, and SMB sales teams to do the same. Tiffany has 18 years of experience in product marketing, customer marketing, and channel marketing in the technology industry.

As a strong supporter of non-profit organizations and volunteerism, Tiffany gives back by serving as a board member at The Edge Connection, and often mentors emerging product marketers at universities across the country.

What are your tips for effective customer-centric marketing?

I think the most important thing is to really know your customers, and that means you have to spend time getting to know them and listening to them. You want to learn what excites them,

what they're passionate about, what their goals are, how they measure those goals, how they articulate their success, what their challenges are and what keeps them up at night, and more.

Then you want to empathize with them. Customer-centric marketing goes beyond knowing your customer. To be truly customer-centric, you have to be able to relate to them and that starts with empathy. People want to feel understood, so your strategy, your copy, and your delivery should feel relatable.

This usually means spending less time talking about your products and how they can help and more time talking about their problems and how you can help. People buy solutions, not technology or products. How your technology or product makes customers feel or what it helps them to do should carry just as much, if not more weight, than what it is and what it does.

Then lastly, I can't say enough about testing your message.

Tiffany Tooley

Why's product marketing important to you, and what does a good product marketer look like?

Ultimately, product marketing is the art and science of storytelling. As product marketers, we align what we sell with how we sell. We're one of the key teams that sustain or accelerate most modern businesses, by building the strategies and stories that help the business grow. That's what I love about product marketing! I'm a big-picture thinker, so I love leading teams that move the business forward and connect the dots between product, distribution, customer engagement, and partner ecosystems.

I think today's product marketers should be big-picture thinkers, as well. They should know their customers, know their business and how it makes money, know their products, and then lastly know how sales effectively position and sell them. In my opinion, outside of that, the criteria for a good product marketer can vary. All should be passionate about their customers and advocate for them, but some product marketers enjoy going deep on products, while others prefer to focus more on supporting sales and distribution. Neither's right or wrong.

So, identify your passion and go for it. Whichever path you take, the most important thing is to

make sure you can always put yourself in the shoes of today's customers and sellers, and be able to visualize and/or orchestrate the experience and journeys you want them to have. And then, of course, be able to tell a great story.

Christine Tran

Senior Director of Product Marketing at Quantum Metric



Christine's a two times Head of Product Marketing and currently leads product marketing at Quantum Metric, where she helped launch the Continuous Product Design category. Previously, she was a Marketo consultant, martech researcher, international nonprofit leader, and volunteer English teacher abroad. Outside of work, she's searching for the best Vietnamese soup in Northern California and would love to compare shortlists.

What are your tips for effective customer-centric marketing?

Our role in product marketing's to help the organization reflect the voice of real people with real problems we can solve. This starts with the basics like messaging guides, persona training, and customer stories. At first, the inputs include customer interviews and call recordings. Then you layer in NPS surveys, social media listening, and win-loss analysis.

But the hardest and most important thing is to not just synthesize all the inputs into succinct outputs but to constantly socialize them. It's not just a

refresh to the messaging guide or a quarterly voice of customer report. It means product marketing's working side by side with content, field, and digital, and really helping these teams internalize and message the very real ways our solutions help people and/or businesses.

What's your product marketing prediction for 2022?

As long as the economy and funding environment continues as is, it'll get even harder to compete for PMM talent (and it's already hard!) and salaries will rise 10-20% across the board, with no localized cost of living adjustments because companies will be willing to pay for remote talent. We'll continue to see the rise in product marketing vs. demand gen as the first marketing hire.

Yasmeen Turayhi

Founder of Modern Product and Product Marketing Consultant and Advisor



Yasmeen's the Founder of Modern Product, a boutique product marketing consulting company, author of 'Product Marketing Debunked', and 'The Launch: A Product Marketer's Guide'. She's the Editor of the publication 'The Product Launch: Go-to-Market & Product Marketing Tips', where she wrote over 50 articles on product marketing with over 150K views. Yasmeen has consulted with over 25 CEOs and founders in B2B and B2C across a variety of verticals, from seed-stage to public companies.

What are your tips for effective customer-centric marketing?

Leading with a customer-centric approach in product marketing is a fundamental cornerstone in leading product marketing messaging, positioning, and GTM. It's important to understand how companies make informed decisions about the product roadmap. How are they capturing that feedback? How are they prioritizing that feedback? What are some of the categories they're thinking about that are important to the market?

What makes or breaks a company in the long term is its capacity to implement an iterative customer research process that informs strategy for long-term, sustainable growth that's aligned with dynamic market conditions and sentiments.

Why's product marketing important to you, and what does a good product marketer look like?

Whether you've spent a year or two in product marketing or are completely new to the field, it's important to establish that you enjoy products and are generally curious about them. Curiosity's one of the most important skill sets to cultivate as a product marketer, and it's something that drives my interest in the role today.

A mix of both hard skills and soft skills is required to be an effective product marketer. Unlike engineering, or roles that require logical and analytical thinking entirely, product marketing requires both analytical and logical thinking as well as emotional and intuitive intelligence. You need both reasoning, intellect, emotional intelligence, and intuition to master the first principles of Product Marketing.

Conor Tyrrell

Senior Product Marketing Manager at Sojern



Conor's a Senior Product Marketing Manager at Sojern, a leading provider of digital marketing solutions for the travel industry. With 10 plus years of experience combined across product marketing, L&D, and market research, he currently leads product marketing for Sojern in EMEA - helping drive customer acquisition & retention for their hotel, attraction, and tourism verticals.

A creative at heart with a passion for simplified, emotionally-driven storytelling, Conor's expertise lies in developing positioning & messaging that resonates. Building brand awareness, uncovering actionable competitive intel, devising localized GTM strategies, killer sales enablement programs, and creating multi-formatted sales and marketing collateral that packs a punch!

This accolade aside, what's been the personal highlight in your product marketing career, so far?

It's a mix-up between two. The first being when I was entrusted to develop Sojern's brand story video in 11 languages. That was a serious honor and such a fun way to flex my creative muscle alongside my product marketing skill set.

The second was devising and executing a COVID-19 recovery strategy that won by being customer-centric, striving to add value and insights beyond what was immediately revenue-generating, and adjusting our product offering and messaging based on our customer's needs.

Following this approach solidified our brand image as a trusted travel marketing partner who's here to help our customers successfully navigate through this pandemic. It also halted customer churn and helped us more quickly unlock budgets when the time was right in each market.

Conor Tyrrell

What advice would you give a marketing professional transitioning into a product marketing role?

- 1.** Be customer-obsessed: Join pitches and BVRs, interview lost, current, and churned customers, and analyze quantitative data from Marketing, Product, and Commercial teams until you've grasped exactly what your customer's interests, needs, and requirements are. Also, commit to developing direct relationships with your customers so that feedback gathering's far more time-efficient, reliable, and honest.
- 2.** Understand everything about your product: Meet with each department that plays a role in your product offering (e.g. Product, Marketing, Commercial, Engineering, Legal, etc.) until you understand and uncover actionable insights about your product's benefits, features, and limitations.
- 3.** Hone your story-telling craft: Practice writing blogs, press releases, case studies, scripts for product explainer videos, etc. with a focus on trying to make the customer feel a connection with your product that inspires them to buy!

- 4.** Understand the importance of localization: If you sell your product in multiple markets, end-to-end language support across website & sales collateral, legal agreements, customer-facing portal, etc. is paramount! But localization's more than just translation, it's about understanding that pain points, requirements, and values vary across markets, and so how you go-to-market and craft your messaging needs to align with that.

E.g. Do you have case studies from customers in each market you're selling into? Are you prioritizing your product benefits based on what customers value most in that market and adjusting your marketing strategy accordingly? Do you support local currencies and preferred payment methods? Do you have native language speakers from that market selling to and supporting your customers?

Amit Vadi

Worldwide Product Marketing, Manager at Apple



In just four years at Apple, Amit went from Junior EMEA Product Marketing Manager to his current role as the Worldwide Product Marketing Manager. He has global experience in product marketing, project management, analytics, and strategic partnerships, and is passionate about products and platforms that empower individuals and businesses to make a dent in the world.

His responsibilities at Apple include leading strategic global research initiatives for core OS platforms (iOS, iPadOS, macOS), key first-party apps/services (like Siri, Safari, iCloud, Mail, Messages, and Facetime), Privacy, and Developer Relations.

"If you're looking for somebody dynamic, volunteer and who's also a great listener, he is your man. Amit helped us a lot by preparing and distributing our roadmaps. He did a lot of market analysis , playing with market intelligence data and investigating every competitive launch.

"Amit was key for the countries we worked with across EMEA as he was the hinge point, trying to help by providing them product samples and Sales tools and sharing all the information needed. Amit also prepared the logistic info our customers were looking for and updated on a regular basis our compatibility matrix in order to simplify and help people who wanted to easily understand which accessory matched with each platform. Amit is somebody you can trust in."

Frederic-Olivier Laurent, EMEA Product Manager for Accessories by HP

Jessica VanMaaren

Senior Director of Product Marketing at Workiva



Jessica has been a part of the Workiva team for over nine years. She began as the Customer Success Manager, where she worked closely with the Product Marketing, Product Management, Quality Assurance, and Development teams at WebFilings to ensure she was up-to-date with the latest product improvements, and that customer feedback was integrated into the product development. Now, she has been the Senior Director of Product Marketing for three years.

Holly Watson

Senior Product Marketing Manager at Amazon Web Services



Holly works across several services to highlight the benefits of the cloud. Her tenure in product marketing spans go-to-market (GTM) strategy, sales enablement, content creation, and leading cross-functional teams.

What advice would you give a marketing professional transitioning into a product marketing role?

Be curious about your customers. This is important for both the end-user of the service or product you represent and the stakeholders you work with. In many ways, those two groups are both your customers. Bring your marketing experience with you. You'll need that when aligning your goals to your sales, product management, and success teams' initiatives.

As for your end-users, spend the time learning who they are. Understand what motivates them, what challenges they face, and how your solution solves those challenges. This is often done through research and customer interviews but works with your stakeholders who interact with the customer, too.

Finally, get comfortable iterating and gathering feedback. Your work will be heavily scrutinized, and that's perfect! Welcome the feedback because it makes it better, but don't delay publishing material because its content will change quickly.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing's about telling stories that connect the technical value of a product or service to the desire to want to use it. A good product marketer helps drive this narrative through content creation, digital campaigns, sales enablement, and launches.

A better product marketer helps thread a consistent story arc through these marketing motions, so your audiences hearing a familiar story grow and become familiar. To do this requires skills like stakeholder management, excellent communication, strong writing, organization, and some creativity.

Jen Wheat

Director of Product Marketing & Innovation at T-Mobile



T Mobile



Jen has grown in her six-year career through T-Mobile, starting off for six months as the Senior Marketing Manager of Subprime Acquisition, and now as the Director of Product Marketing and Acquisition. Now, her team is focused on delivering amazing un-carrier moves that make their customers happy.

Jen describes herself as a multi-discipline marketing leader with over 20 years of experience leading marketing teams to drive exceptional results. She is focused on identifying customer segments and developing strategies that grow market share and generate incremental revenue. She's very passionate about developing and mentoring marketing teams and building strong relationships across internal departments and external agencies.

"Jen is an amazingly competent, innovative and highly likeable character whose work ethic and incredible range of skills position her well to handle any marketing communications position she desires. She has a keen ability to operate in the "big picture" while creating, implementing and driving strategies that result in success for both her team and organization. She is a bright and creative communicator who has blazed quite an impressive trail at Ticketmaster and I have no doubt will do the same in her next adventures."

Tasha Shives, Senior Commercial Marketing Manager at T-Mobile

Ali Wiezbowski

Director of Global Product Marketing at Peloton



Ali Wiezbowski oversees product marketing for the Peloton Bike line of business. Her team's responsible for global Bike marketing strategy, including customer acquisition, software, and hardware experiences, and product positioning. Previous to Peloton, Ali served as Uber's Global Head of Product Marketing, Driver Engagement. At Uber, she helped transform their driver retention strategy, and in parallel focused on changing the public narrative.

She also created Uber's College Opportunity program, which provides free college, entrepreneurship, and English language education to drivers and their families. Prior to Uber, she founded two companies and managed Microsoft's emerging media investments. Her work has been recognized by Forbes, CNN, and Fast Company, and she serves as an inaugural member of Canvas Venture's GTM Council. She graduated from the University of Pennsylvania with a dual degree in Communications and Visual Studies.

What tidbit of information would you offer a budding product marketer with aspirations of being named a future product marketing influencer?

Knowing your customer is everything. Spend time directly interacting with your customers, attending focus groups, and familiarizing yourself with qualitative, behavioral, and quantitative data. Your super power's identifying & focusing your teams on the most resonant, salient insights to drive both product & go-to-market strategy. In a world where information and data are available everywhere, one of the most important roles for product marketing is knowing the customer, and which are the few, most powerful insights to focus on across the team.

Ali Wiezbowski

What's your product marketing prediction for 2022?

I have two:

1. Simplicity will be king. As life adjusts to the new normal in 2022, we'll see a bevy of new products and messages coming to market. Products and messages that focus on solving a single, focused user need – with clarity & simplicity – will break through over those that are overly artful or complex.
2. Product marketing has grown quickly in the last few years and is reaching the next stage in its maturity. Product organizations that embrace product marketing's contribution to product development & the product roadmap will realize the full potential & business value of the function sooner than others.

Rory Woodbridge

Head of Product Marketing at Pleo



PLEO



Rory has a decade of experience in product marketing, having worked at big global brands including Google, YouTube, and Amazon, plus fast-growing startups like Whereby. Rory's currently Head of Product Marketing at Pleo.

What advice would you give a marketing professional transitioning into a product marketing role?

Back yourself! Product marketing is based on a set of skills that a lot of marketers possess: strong copywriting, clear communication, passion for collaboration, and a strategic mindset.

The best tip I can give for someone moving into this discipline is to quickly define what product marketing means at your company, as the remit and responsibilities differ by industry and business size. So you'll be set up for success if everyone has a clear understanding of what product marketing's on the hook for from the off.

Why's product marketing important to you, and what does a good product marketer look like?

Product marketing's such a central and strategic role, interacting with almost every part of the business. Plus there's a lot of problem solving involved, which is really satisfying. For me, a good product marketer's someone who gets a genuine kick from collaboration and has a knack for great storytelling and strong copywriting. There's a lot more to it, but those are the standout factors.

Christie Wragg

Director of Product Marketing at Avast



Christie describes herself as an engaging and creative marketing leader with a robust foundation in product marketing, go-to-market strategy, content strategy, brand, and communications.

Prior to her role at Avast, she gained experience in leading product marketing roles at Telnyx and Sky. At Telnyx, Christie was responsible for building the product marketing function from the ground up, developing and leading a talented team to deliver successful go-to-market strategies.

She led GTM strategy development and delivery across the product and engineering, sales, customer success, and marketing teams. Also, within this role, she developed compelling value propositions, differentiated product positioning and messaging, and embedding company-wide.

At Sky, she was instrumental to the launch of Mobile at Sky - aligning marketing strategy and plans with market intelligence and driving cross-functional activity through all routes-to-market and touchpoints.

Did your top PMM make the list?

Aaaand we're gone again! But only until next year...

We're so proud to have shared our list of product marketers who've taken the PMM industry by storm in 2021, and hope that their incredible insights have sparked some inspiration in you.

Did your favorite product marketer make the list? If not... Well, you're in luck. We're doing this all over again in 2022!

So now, it's over to you. We want to hear about who's had a profound impact on your product marketing career. [Submit your nomination](#) for 2022 and help us shine a light on those sneaky enough to have slipped the net.





PMA Product Marketing
Alliance