

Lisa Hagin

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EXECUTIVE SUMMARY

SENIOR LEADER OF PRODUCT MANAGEMENT | CLOUD SOLUTIONS STRATEGIST | CONTENT MANAGEMENT EXPERT

Strategic product management executive with 20+ years of experience defining and executing global go-to-market strategies for enterprise technology solutions. Proven track record developing cloud-based products from ideation, strategy, and customer requirements to cross-functional team development and delivery. Recognized thought leader with exceptional storytelling abilities who effectively simplifies complex technical capabilities for customers, analysts, and internal stakeholders. Demonstrated success building cross-functional alignment, influencing product roadmaps, and creating high-impact content that drives pipeline and accelerates growth. Strong background in content management, document solutions, and AI/ML integration strategies.

PROFESSIONAL EXPERIENCE

ENCOMPASS DIGITAL MEDIA – Atlanta, GA | September 2015 – April 2025

Senior Vice President, Product Management, Product Marketing, and Operational Excellence

- Led cross-functional teams to develop and implement a comprehensive customer experience (CX) strategy.
- Certified Scrum Product Owner, Scrum master, and SAFe (Scaled Agile Framework)
- Defined product roadmaps and customer requirements documents that fed product strategy.
- Defined and executed global go-to-market strategies for content distribution and management platforms, driving market penetration for cloud-native applications in Azure, AWS, and OCI.
- Identified new solution areas and product integrations aligned to high-growth markets
- Served as primary product evangelist, presenting to customers, partners, and analysts at high-profile industry events
- Led product launch planning across Product Management, Marketing, Sales, and other cross-functional teams
- Built solutions addressing specific customer content management needs
- Maintained close relationships with Sales Enablement to equip teams with compelling messaging and competitive intelligence

VERSION ONE, INC. – Atlanta, GA | 2014 – 2015

Director of Product Marketing

- Developed and executed go-to-market strategies for enterprise SaaS solutions
- Created comprehensive product launch strategies, positioning, messaging, and sales enablement
- Delivered market insights and competitive intelligence that influenced product roadmap decisions
- Built strategic relationships with analysts and industry influencers to strengthen market positioning

RECALL CORPORATION (Now Iron Mountain) – Atlanta, GA | 2013 – 2014

Global Senior Product Manager, SaaS Solutions

- Led global launch of cloud-based document management platform, driving adoption across multiple markets
- Developed messaging highlighting content archiving, security, and information management capabilities
- Partnered with Product Management to align the roadmap with emerging market requirements for content services
- Identified cross-portfolio integration opportunities to expand solution capabilities and customer value

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BRIGHTREE – Atlanta, GA | 2011 – 2013

Director of Product Marketing

- Created buyer journeys and compelling content targeting specific IT and business stakeholders
- Developed ROI tools demonstrating the business value of billing management solutions
- Enabled sales with messaging that resonated with healthcare information management audiences
- Analyzed market trends to identify growth opportunities and competitive differentiation points

ROCKWELL COLLINS / DATAPATH – Duluth, GA | 2006 – 2011

Director of Sales Engineering | Subcontractor Programs Manager | Product Marketing Manager

- Led technical pre-sales for complex information management solutions, presenting to technical stakeholders
- Created solution messaging and technical content for government and enterprise clients
- Collaborated across departments to develop tailored solutions meeting specific content requirements
- Built relationships with strategic partners to enhance solution capabilities and market reach

PANASONIC MOBILE COMMUNICATIONS – Duluth, GA | 2002 – 2006

Mechanical Design Engineer | 3D CAD Trainer

- Mechanical engineering designer for cellular phones

EDUCATION

Bachelor of Science, Mechanical Engineering – [Georgia Institute of Technology](#), Atlanta, GA

Certified Full Stack Web Application Developer – [Georgia Institute of Technology](#), Atlanta, GA

CERTIFICATIONS

- Pragmatic Marketing (Foundation, Market, Launch)
- Tableau Certified Analyst
- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)
- ITIL Service Management Framework

AREAS OF EXPERTISE

- **Product Management:** Customer requirements, product roadmap, product lifecycle management
- **Product Marketing:** Go-to-market strategy, value proposition development, competitive analysis, product messaging, white papers, blogs, solution positioning, product launch management
- **Content & Cloud-native Solutions:** Document management, content services, information archiving, cloud adoption strategies, SaaS business models
- **Leadership:** Cross-functional alignment, executive stakeholder management, strategic partnerships, team leadership, matrixed organization navigation
- **Content Creation:** Storytelling, technical writing, presentation development, video scripting, sales enablement materials
- **Analytics & Insights:** Market analysis, customer journey mapping, competitive intelligence, product performance tracking, adoption metrics
- **Emerging Technologies:** AI/ML application, generative AI, intelligent document processing, cloud integration strategies

TECHNICAL SKILLS

- MongoDB | SQL | Tableau | Microsoft 365 Suite (Word, Excel, PowerPoint, Power BI) | Salesforce | SharePoint | Adobe CS5 | ChatGPT | CSS | GitLab | HubSpot | Lucidchart | SQL Server Management Studio | HTML | Power Automate | PowerApps