

Myrthe Sky

Head of GTM



Professional Summary

Highly accomplished and strategic Head of GTM with over a decade of experience in driving market penetration and revenue growth for B2B SaaS companies. Proven track record in developing and executing successful go-to-market strategies, product launches, and sales enablement programs. Adept at leading cross-functional teams to achieve ambitious business objectives and build strong market presence.

Work Experience

Head of Go-to-Market

October 2021 - Present

InnovateFlow Solutions, Seattle, WA

- Led the development and execution of comprehensive GTM strategies for new product lines, resulting in a 25% increase in market share within the first year.
- Managed cross-functional teams across product, marketing, and sales to ensure seamless product launches and consistent messaging.
- Developed and implemented sales enablement tools and training, improving sales team efficiency by 30% and accelerating deal cycles.
- Conducted extensive market research and competitive analysis to identify new opportunities and inform product roadmap decisions.

Senior Product Marketing Manager

March 2017 - September 2021

Ascend Digital, Portland, OR

- Developed and executed product marketing strategies for a portfolio of SaaS products, driving a 20% year-over-year revenue growth.
- Created compelling product messaging, positioning, and content (e.g., whitepapers, case studies, website copy) for target audiences.
- Collaborated closely with product management to define product features based on market needs and customer feedback.
- Managed relationships with key industry analysts and influencers to enhance brand visibility and thought leadership.

Marketing Manager

July 2013 - February 2017

Catalyst Tech, Portland, OR

- Planned and executed integrated marketing campaigns across digital and traditional channels to generate leads and increase brand awareness.
- Analyzed campaign performance data to optimize strategies and improve ROI.
- Managed the company's social media presence and content calendar, increasing engagement by 40%.
- Supported sales team with marketing collateral and presentations for client meetings.

Contact

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Education

Master of Business Administration (MBA)

Pacific Northwest University, Seattle, WA
Graduated: 2013

Bachelor of Science in Marketing

Oregon State University, Corvallis, OR
Graduated: 2010

Skills

Go-to-Market Strategy, Product Launch, Market Penetration, Sales Enablement, Product Marketing, SaaS, B2B Marketing, Market Research, Competitive Analysis, Strategic Planning, Cross-functional Leadership, Revenue Growth, Demand Generation, Digital Marketing, Content Strategy

Languages

English (Native)
Dutch (Professional Working)