

Mike Monzon



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Summary

Expert - seasoned product marketer with over two decades of experience in the B2B enterprise software space. Successfully launched enterprise products into global markets and achieved growth of over 250% in annual recurring revenue (ARR)

Strategist - strategic thinker renowned for crafting effective go-to-market strategies for SAAS companies within highly competitive B2B segments, leading to two successful liquidity events

Leader - accomplished leader with a track record of mentoring product marketing teams and leading cross-functional collaborations. Built trusted relationships with sales, product, engineering, marketing, and service teams, consistently earning feedback ratings averaging greater than 4.5 out of 5 points

Professional History

Sr. Director, Product Marketing 09/22 – 10/23

PubNub | Real-Time Communications PAAS for Enterprises | SF, CA

- Developed and implemented detailed launch plan processes for over five high-profile releases, ensuring seamless execution
- Created messaging guides to maintain uniform, benefit-driven communication across website, collateral, and analyst presentations
- Successfully revamped and relaunched seven vertical marketing initiatives and ten solutions programs for enhanced market presence

Director, Product Marketing 08/19 – 9/22

Tracer (Appdetex) | Brand Protection/Security SAAS for Enterprises | Boise, ID

- Facilitated executive strategic planning meetings, aligning teams, tactics, and company strategy for cohesive decision-making
- Implemented a company-wide internal training program and competitor war room, enhancing internal understanding of our products, competition, customers, and market trends
- Conducted segmentation analysis to identify targets, refine messaging, and develop rebranding strategies
- Formalized packaging and pricing structures through collaboration with the executive team, finance, and product management

Lead, Product Marketing 12/17 – 08/19

PriceWaterhouseCoopers | New Ventures - SAAS Security Technology Incubation | SF, CA

- Formulated and executed the go-to-market strategy for an incubated enterprise security technology, ensuring successful market penetration
- Conducted a thorough assessment of product-market fit, leading to the definition and implementation of a targeted launch strategy, securing additional proof-of-concept customers
- Developed strategic positioning, messaging, naming, and repositioning strategies to enhance the product's market presence
- Designed sales tools to empower field sales and internal channel sales teams, facilitating effective customer engagement and sales processes

Independent Consultant, Product Marketing 08/16 – 12/17

B2B SAAS startups | SAAS solutions for Enterprises and SMB | SF, CA

- Conducted comprehensive competitive landscape analyses, enabling businesses to discern product strengths, weaknesses, and competitive differentiators
- Authored playbooks to assist sales teams in delivering concise and repeatable sales pitches

Sr. Director, Product Marketing 06/15 – 06/16

Inklings | Content Management SAAS for Enterprises | SF, CA

- Shifted the business focus towards three new strategic solution sets, optimizing product-market fit and enhancing market relevance
- Established the 'Voice of the Customer' program, providing invaluable insights into buyer needs, pain, and purchase drivers, fostering a deep understanding of customer requirements
- Spearheaded a customer-facing return-on-investment initiative, enabling the salesforce to effectively showcase the value proposition to both new and existing customers

Sr. Director, Product Marketing 01/10 – 06/15

MarkMonitor (Thomson Reuters) | Brand Protection/Security SAAS for Enterprises | SF, CA

- Led and nurtured a team of six product marketing professionals overseeing our global Brand Protection product portfolio, catering to diverse buyers across multiple verticals
- Conducted top-down and bottom-up market sizing, effectively communicating the market opportunity to investors, ultimately contributing to the company's successful acquisition
- Developed innovative pricing and packaging strategies, including new product bundles, in response to competitive pressures, facilitating the capture of additional market share.
- Initiated and spearheaded a comprehensive win-loss analysis program, enabling the business to discern trends and identify strengths and weaknesses in the product offerings

Sr. Manager, Product Marketing 03/06 – 01/10

Symantec | Endpoint Security for Enterprises & SMB | Cupertino, CA

- Sustained leadership in the enterprise/SMB antivirus segment through the execution of a successful, integrated, multi-product launch strategy
- Developed diverse sales tools and conducted global training sessions for inside, field, partner, and channel sales teams, ensuring a well-equipped and knowledgeable sales force

Director, Product Marketing & Product Management 04/05 - 01/06

Tenebril | Anti-spyware Security for Enterprises & SMB | San Mateo, CA

- Developed messaging and positioning for a newly launched enterprise security technology
- Authored content for collateral pieces, website, and conducted analyst/press briefings

Manager, Product Marketing 06/04 – 04/05

Elemental Security | Compliance Management for Enterprises | San Mateo, CA

- Developed messaging and positioning and content for a 1.0 enterprise security product

Manager, IT Consulting & Audit 03/03 – 08/04

EY | IT Security Compliance Audit and Consulting | SF, CA

- Established a scalable and replicable cybersecurity audit framework tailored for emerging technology and internet companies, for major search engines including Google,
- Offered Sarbanes Oxley IT security consulting services to large enterprises, with notable clients including Boeing, ensuring compliance and robust security measures

Manager, Product Marketing & Product Management 10/00 – 03/03

Zone Labs | Desktop Firewall Solutions for Enterprises | SF, CA

- Crafted detailed PRD and MRD documents for a groundbreaking enterprise-grade desktop firewall agent, the first of its kind, and successfully launched the product
- Conducted a thorough analysis of the competitive landscape and customer requirements, leading to the product's recognition as a 'leader' in the Gartner Magic Quadrant

Education

BSEE - Electrical Engineering, Santa Clara University