

MIKE MONZON

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SUMMARY

Expert – Experienced marketer with 15+ years of experience in B2B enterprise SAAS software, specializing in product marketing. Successfully launched global products and achieved over 250% growth in annual recurring revenue (ARR).

Strategist – Skilled in developing impactful go-to-market strategies for SaaS companies in highly competitive B2B segments, contributing to two successful liquidity events and maintaining leadership positions in Gartner Magic Quadrants.

Leader – Proven leader and mentor with a strong track record of leading product marketing teams, managing partners and agencies, and collaborating effectively with cross-functional departments.

EXPERIENCE

Head of Global Marketing, Tracer – Brand Security AI Co-Pilot, 02/24 - 8/24

- Reestablished content marketing and thought leadership campaigns and increased production by 200%
- Helped train and launch new consumption-based packaging and pricing model that established clear marketplace differentiation and recognized as a “Challenger” by experts and pundits
- Established a Go-to-Market Council to align internal teams, tactics, and company strategy for cohesive decision-making

Product Marketing Senior Director, PubNub – Real-Time Communications APIs, 09/22 - 10/23

- Reengineered detailed launch plan processes for 3 high-profile releases, ensuring seamless delivery and execution
- Successfully relaunched and expanded seven vertical marketing initiatives and ten solutions programs for enhanced market presence and competitive differentiation
- Created messaging guides to maintain uniform, benefit-driven communication across website, collateral, and analyst presentations

Product Marketing Director, Appdetex – Enterprise Brand Security SAAS, 08/19 - 9/22

- Conducted segmentation analysis to identify ICP (Ideal Customer Profile), refine messaging, and develop rebranding strategies
- Managed global partnerships with LexisNexis resulting in greater reach and visibility in Europe and Asia
- Implemented a company-wide internal training program and competitor war room, enhancing internal understanding of our products, competition, customers, and market trends

Product Marketing Lead, PriceWaterhouseCoopers – SAAS Security Technology Incubator, 12/17 - 08/19

- Formulated and executed the go-to-market strategy for an incubated enterprise security technology, ensuring successful market penetration
- 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

Product Marketing Consultant, B2B SAAS Startups – SAAS solutions, 08/16 - 12/17

- 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

Product Marketing Senior Director, InKling – Enterprise Content Management SAAS, 06/15 - 06/16

- 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

Product Marketing Senior Director, MarkMonitor (Thomson Reuters) – Brand Security SAAS, 01/10 - 06/15

- Led and nurtured a team of 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 total addressable market (TAM) 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.

Product Marketing Senior Manager, Symantec – Enterprise Endpoint Security, 03/06 - 01/10

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

SKILLS

Go-to-Market | Product Launch | Messaging | Positioning | Solutions Marketing | Competitive Analysis | Sales Training | Buyer Personas | Ideal Customer Profiles (ICP) | Product Naming | Product Adoption | Branding | Voice of the Customer | Market Sizing & Analysis | Market Segmentation | Solution Marketing | Personas | Process improvement | Results Driven | Demos | Data Driven | Collaboration | Mentoring | Sales Enablement | ROI analysis | Website Redesign | Win-loss Analysis | Pricing and packaging | Product Led Growth (PLG) | Partner Marketing | Mission/Vision | Sales Decks | Marketing Collateral | Professional Services | B2B | SAAS | Enterprise | Analyst Relations | Thought Leadership | Cybersecurity | Risk Management | Brand Protection | Artificial Intelligence | Intellectual Property | Blockchain | Enterprise

EDUCATION

BSEE - Electrical Engineering, Santa Clara University