



Betty Harris

Professional Product Marketing Manager

Senior product marketing manager with 8 years across cybersecurity and devtools. Leads tier-1 launches, owns category positioning, and coaches mid-level PMMs. Known for tight cross-functional plans with product, sales, and partner teams.

CONTACT INFORMATION

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 Raleigh, NC

KEY SKILLS

- Category positioning
- Tier-1 launch leadership
- Acquisition integration
- Pricing experiments
- Win/loss programs
- Sales enablement
- Partner marketing
- Analyst relations
- Team mentorship
- Tableau, Salesforce, Gong

PROFESSIONAL EXPERIENCE

2021 - Present

Senior Product Marketing Manager | Forthwave Security, Raleigh, NC

- Led category launch for cloud workload protection; sourced \$11.2M in new ARR pipeline in the first three quarters
- Repositioned the platform from point product to suite; bundle attach climbed to roughly 4 in 10 new logos
- Built a tiered launch framework (T1/T2/T3) adopted across 4 product squads, cutting launch prep time by about a third
- Owned messaging for two acquisitions, including integration narrative and joint customer briefings
- Mentored two PMMs through promotion cycles and ran the team's monthly win/loss review

2018 - 2021

Product Marketing Manager | Parsegrid DevOps, Raleigh, NC

- Launched CI/CD orchestration product to developer audience; first-year revenue beat plan by 27%
- Created the developer-first messaging house still used across the docs site and launch blog
- Ran integrated launch with partner marketing for a marquee cloud partner; co-hosted re:Invent session with 600+ attendees
- Partnered with PMs on three pricing experiments; converted on usage-based tier for the self-serve plan

2016 - 2018

Product Marketing Specialist | Quillsource Analytics, Charlotte, NC

- Owned content calendar across 3 product lines and managed agency relationships for launch creative
- Built first competitive intel program; published quarterly briefings for the sales org
- Drafted 30+ case studies and bylines, including 4 placed in trade publications

EDUCATION

M.B.A., UNC Kenan-Flagler, 2016

B.A., English, Spelman College, 2013