

Edward Green

Professional Product Marketing Manager

Director of Product Marketing with 14 years scaling B2B SaaS from Series B through IPO. Built and led teams of up to 11 PMMs across product, solutions, and competitive functions. Track record across category creation, pricing strategy, and analyst leadership in MarTech and supply chain software.

CONTACT INFORMATION



(801) 555-0119



marcus.eberhardt@exampl
e.com



Salt Lake City, UT 12345

EDUCATION

M.B.A., University of Washington
Foster School of Business, 2011

B.A., Economics, Reed College,
2007

KEY SKILLS

- PMM team leadership
- Category creation
- Pricing and packaging strategy
- M&A GTM integration
- Analyst relations (Gartner, Forrester)
- IPO and S-1 narrative
- Competitive intelligence programs
- Cross-functional executive partnership
- Hiring and org design
- Board and exec communication

PROFESSIONAL EXPERIENCE

DIRECTOR, PRODUCT MARKETING | VELORA SUPPLY CLOUD, SALT LAKE CITY, UT 2021 – PRESENT

- Lead a team of 9 PMMs and 2 competitive analysts covering 4 product lines and a \$310M ARR business
- Drove category creation for autonomous procurement; influenced \$63M in pipeline in year one and earned Leader placement with two analyst firms
- Rebuilt pricing and packaging for the platform tier; net revenue retention improved from 108% to 124% over six quarters
- Owned GTM for two acquisitions totaling roughly \$180M in deal value, including portfolio rationalization and renaming
- Established a launch tiering model and quarterly readiness reviews now used company-wide

SENIOR MANAGER, PRODUCT MARKETING | CENDRIC MARKETING CLOUD, DENVER, CO 2017 – 2021

- Managed a team of 5 PMMs through Series D and IPO; supported S-1 narrative and roadshow materials
- Led repositioning that moved the company from email tool to multichannel platform; ASP grew about 2.1x
- Built the first competitive intel function with battlecards, kill sheets, and a deal-desk advisory motion
- Partnered with revenue ops on segmentation that lifted enterprise win rate by 9 points
- Recruited and onboarded 7 PMMs across product, industry, and partner roles

SENIOR PRODUCT MARKETING MANAGER | MARLOWE DATA SYSTEMS, DENVER, CO 2014 – 2017

- Led GTM for flagship data catalog product; first-year bookings reached \$22M against a \$14M plan
- Owned analyst relations across Forrester and Gartner cycles; secured first Magic Quadrant inclusion
- Built positioning for two industry verticals (financial services, healthcare) that later became standalone solutions
- Coached three PMMs, two promoted into management within the same business unit

PRODUCT MARKETING MANAGER | BRIDGEPORT ERP, BOISE, ID
2011 – 2014

- Owned launches for the manufacturing module across mid-market accounts in North America
- Built sales plays that lifted module attach from the low teens to about 29% in 18 months
- Ran the customer advisory board with 12 active members and quarterly working sessions
- Authored the company's first competitive playbook against three named ERP incumbents