

Senior Product Marketing Manager

Sarah Anderson

Professional summary

Strategic Product Marketing Leader with 10+ years of experience managing global product launches and leading high-performing teams. Proven track record of delivering data-driven insights that shape product vision and fuel revenue growth. Seeking a Senior Product Marketing Manager role to drive growth initiatives at a dynamic tech company.

Experience

Senior Product Marketing Manager

April 2019 - Now
Salesforce / New York, NY

- Lead global launch strategy for Salesforce's AI-driven analytics product, generating M in revenue within the first year.
- Develop product positioning and messaging frameworks that enhance brand visibility and contribute to a 40% increase in awareness.
- Manage a team of five product marketers to execute go-to-market plans, driving adoption and upsell opportunities by 30%.
- Collaborate with product management and sales teams to ensure alignment on messaging and competitive positioning.

Product Marketing Manager

May 2014 - March 2019
Microsoft / Redmond, WA

- Directed go-to-market strategy for Office 365, achieving a 50% increase in enterprise adoption over four years.
- Conducted customer interviews and focus groups to refine product features and develop customer-centric marketing content.
- Developed targeted sales enablement materials that improved deal win rates by 20%.
- Led cross-functional workshops to define product positioning, leading to improved product differentiation in the market.

Publications

The Future of AI in Marketing

- 2023, Author
- Published article in Marketing Week discussing the growing impact of AI technologies in driving marketing strategies and customer engagement.

Product Marketing World Conference

- 2022, Guest Speaker
- Delivered keynote on product messaging and positioning strategies for B2B SaaS products.

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Education

Master of Business Administration (MBA)

- 2012 - 2014
Columbia University
New York, NY
- Concentration: Strategic Marketing

Bachelor of Science in Marketing

- 2008 - 2012
University of Washington
Seattle, WA

Skills

Global Product Launches	
Team Leadership	
Product Roadmaps	
Market Research & Insights	
Sales Enablement	
Strategic Positioning	