Steve Spiewak

Progressive Product and Corporate Marketing Leader

*Experienced in developing and delivering highly effective marketing strategies, positioning, and initiatives that generate high ROI and progression for corporate brands. Over twenty-five years’ experience managing multifaceted product marketing and corporate marketing programs - overcoming complex challenges with an energetic, enterprising spirit.*

**Areas of Expertise**

Product and Corporate Marketing Marketing Strategy Marketing Programs Product Launch

Messaging / Positioning Sales Training / Enablement Market research Voice of Customer Corporate Communications Inbound / Outbound Campaigns PR & Events Personas

**Professional Experience**

*Cambridge Mobile Telematics* 2022 – 2023

**Senior Principal Product Marketing, Cambridge MA/Nashua NH**

Liaison between Marketing, Product Management, Sales, Customer Success, and Corp Executives. Drive positioning and messaging requirements to completion, successful launching of new products and services, and internal training and resource requirement development for all customer-facing organizations.

* Developed and maintained new messaging and positioning to support the GTM plan.
* Built and deployed initial internal sales certification training program.
* Originated new sales enablement resources for current and future products to support prospecting initiatives.
* Created new white papers to support focused digital marketing campaigns to drive brand and product awareness.
* Participated in customer and prospect sales engagements to identify VoC opportunities, and messaging effectiveness.

*ASPENTREE MARKETING* 2019 – 2022

**Principal, Nashua, NH**

Contracted corporate and product marketing projects: IoT, AI-based Identity, Biometrics, Distributed Apps/Cloud Services and Behavioral Solutions. Developed innovative and effective marketing practices and program initiatives that accelerate corporate growth, visibility, and revenue. Collaborated with internal sponsors to provide marketing support to build and expand company revenue, improve brand awareness, strengthen strategic alliances, and assist with the effective roll out of the companies’ \*aaS products.

* Developed full suite of managed content to support marketing campaigns, sales enablement, and partner program.

resulting in a 20% increase in prospective lead engagements.

* Optimized product launch processes based on best practices utilizing a pragmatic approach for improved efficiency resulting in

quickened time-to-market, and 15% reduction in launch budgetary spending.

* Initiated and maintained NPI documents providing new messaging and positioning to support the GTM plan.
* Produced a comprehensive GTM plan, identifying key collaborative team members’ roles and responsibilities.
* Developed, deployed, and supported internal sales training programs that also introduce new self-service certification

academics.

* Participated in customer and prospect sales engagements to identify messaging effectiveness, and VoC opportunities.

*PLUMCHOICE / ALLSTATE* (Acquired) 2017 - 2019

**Director Marketing**, Lowell MA

Commissioned with improving company’s revenue and market penetration, and strategic alliances for Cloud, Telecomm, Azure, IoT, and Managed Services customer support solutions, while also positioning the company for future acquisition.

* Developed, maintained, and refined corporate GTM plan aligned with company’s strategic goals and measurements.
* Expanded media presence over 40% implementing new digital marketing strategy and enhanced social media programs.
* Supported revenue increases over 20% executing innovative marketing programs through multi-tiered distribution channels

including telecommunications (AT&T, Verizon), IoT (Z-Wave, Ayla Networks. Channel (CDW, D&H), and consumer retail.

* Redefined value-based messaging and positioning including establishment and promotion of a Voice of the Customer

(VoC) focus and development of strategic buyer and influencer personas.

* Redeveloped corporate web site with updated messaging, graphics, and resource allocations.
* Served as point-of-contact for PR and analyst engagements to build awareness for the company’s brand and services.
* Created >100 new sales enablement content resources, interfacing extensively with subject matter experts and Sales.
* Oversaw corporate and joint partner programs including LeadGen, webinars and sales training collaborations.
* Managed market research projects, developing SWAT analysis and industry analysis reports for internal referencing.

*SABRE, INC.* 2015 - 2017

**Sr. Divisional Product Marketing**, Southlake, TX

Commissioned to originate and manage all product marketing initiatives related to Sabre’s cloud-based aviation solutions - to meet and exceed sales and revenue commitments and targeted goals. Oversaw worldwide marketing and product launch programs including messaging development, sales enablement and training resources, branding requirements, promotional product campaigns, PR, and advertising programs. Managed/mentored team of marketing personnel.

* Positioned Sabre as the ‘Trusted and Innovative Partner’ within the aviation industry with new/refined customer-centric

messaging and programs that summarized the solution values as they pertained to industry executives and end users.

* Improved organization’s communications over 50% to internal and external stakeholders through development of new

communication programs and content - fueling monthly webinars, newsletters, and worldwide employee all-hand meetings.

* Executed major corporate International product launch programs, delivered 20% under budget while overachieving

prospective new customer targets by over 150%.

* Increased media presence over 30% through corporate implementation of HubSpot platform, and progressive promotion of

extensive digital marketing (SEO, mobile, social), PR and Voice of the Customer program initiatives.

* Improved product knowledge base by establishing WW sales enablement training program - articulating identified market

problems, key solution value points and technology differentiators as they relate to relevant personas.

* Organized/moderated Sabre worldwide community programs (Executive Customer Advisory Boards and User Workshops).

*MORPHOTRUST / SAFRAN* 2012 - 2015

**Senior Product Marketing Manager**, Billerica, MA

Commissioned to originate/lead a new product marketing function for company’s identity and security-focused biometric portfolio. Managed marketing team to successfully launch and promote new products and the Brand throughout relevant industries.

* Organized and executed major launches for identity-focused solutions, successfully completing launches within deadlines

and under budget resulting in double-digit increases in lead generation and revenue values.

* + Engaged with Alpha & Beta launch customers to identify, develop and deliver new messaging and positioning

components, and establish VoC content.

* + Delivered Enterprise and consumer-focused messaging, positioning, pricing programs and innovative packaging.
  + Developed retail and web-based promotional deliverables resulting in 40% growth in revenue.
* Improved communications through internal / external marketing campaigns, newsletters, and quarterly webinars.
* Strengthened sales through delivery of an enhanced sales enablement programs including implementation of new training

program, and development and management of 30+ whitepapers, sales tools, feature briefs, web content and PPTs.

* Increased MorphoTrust mindshare promoting innovative technology and solutions at industry and association events,

and throughout customer-centric meetings, Customer Advisory Boards, and focus groups.

**Additional Experiences**

*HEWLETT PACKARD/AGILENT* l Fort Collins, CO / Marlboro, MA

**Senior Enterprise Worldwide Product Marketing and Alliance Manager**

Data storage and management solutions, web monitoring and security SaaS applications for Worldwide Enterprise and SMB-targeted distribution channels.

*eCOPY* l Nashua, NH / Denver, CO (Acquired)

**Senior Alliance / Sr. Product Marketing Manager**

Data capture, data management and storage for Enterprise, SMB, and Consumer channels.

*IRON MOUNTAIN* l Boston, MA

**Product Marketing Manager**

Data and records management storage and security solutions for Enterprise and SMB-targeted channels.

**Education and Certifications**

New Hampshire College BS Program / Business Management

Northeastern University MIS / Marketing undergraduate curriculum courses

Babson College Executive Education Program

Pragmatic Marketing Marketing / Product Marketing Certifications

HubSpot Content Marketing Certification

Pavilion University Product Marketing Program Certification

View my professional portfolio @ www.stevespiewak.com