

Experienced leader in developing and delivering highly-effective marketing strategies and initiatives that generate revenue, interest, and progression for the corporate brand. Over twenty-five years experience managing multifaceted product marketing and corporate marketing programs - overcoming complex challenges with an energetic, entrepreneurial spirit.



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Nashua, NH

Areas of Expertise

- Product / 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

CMTELEMATICS

2022 – 2023

Sr. Principal Product Marketing, Cambridge MA / Nashua, NH

Commissioned as the 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.

- Develop and maintain NPI documents providing new messaging and positioning to support the GTM plan.
- Build and deploy initial sales certification training program.
- Develop new sales enablement resources for current and future products to support prospecting initiatives.
- Create new white papers to support focused digital marketing campaigns to drive brand and product awareness.
- Participate in customer and prospect sales engagements to identify messaging effectiveness, and VoC opportunities.

ASPENTREE MARKETING

2019 – 2022

Principle, Nashua, NH

IoT, AI-based Identity, Biometrics, Distributed Apps/Cloud Services and Behavioral Solutions (ex: F5 Networks, Timber IT)

Developing innovative and effective marketing practices and program initiatives that accelerate corporate growth, visibility and revenue. Collaborating with executives in multiple industries 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.

- Develop full suite of managed content to support marketing campaigns, sales enablement, and partner program requirements resulting in 20% increase in prospective lead engagements.
- Optimize 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.
- Develop and support sales training initiatives that introduce new self-service learning academics.

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 new 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.

Senior 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.

- 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 hands 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, Billerica, MA

Commissioned to originate product marketing and regional marketing functions within the organization responsible for launching/promoting key product and brand attributes for the company's identity and security-focused biometric portfolio.

- 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 program 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** | Fort Collins, CO / Marlboro, MA**Senior Worldwide Enterprise 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 | Nashua, NH / Denver, CO (Acquired)**Senior Product Marketing / Microsoft Marketing Manager**

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

IRON MOUNTAIN | Boston, MA**Senior Product Marketing Manager**

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

EDUCATION AND CERTIFICATIONS

New Hampshire College
Northeastern University
Babson College
Pragmatic Marketing
HubSpot
Pavilion University

BS Program / Business Management
MIS / Marketing undergraduate curriculum courses
Executive Education Program
Marketing / Product Marketing Certifications
Content Marketing Certification
Product Marketing Program Certification

View my professional portfolio @ www.stevespiewak.com