

DAVID OBELCZ

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PRODUCT MANAGEMENT & PRODUCT MARKETING LEADER

I have 20 years of experience in product marketing and product management, with eight years of leadership. My passion has enabled me to deliver results aligned to business outcomes, create and launch great products, and build high performing teams. I have been entrusted to solve big problems because of my ability to move from strategy to tactics and my obsession with the customer's needs. My background encompasses services, B2C, B2B, on-premises software, SaaS, PaaS, and DaaS. In my next role, I am looking for a position in marketing, product marketing, or product management.

CORE COMPETENCIES & SKILLS

- Distillation of complex concepts into attention-grabbing messaging
 - Creating and managing content in CMS and DMS solutions
 - Marketing automation with Marketo and Pardot
 - Account-based marketing, segment-based marketing, and omnichannel marketing
 - Go-to-market strategy and execution with cross-functional team ownership
 - Customer-facing knowledgebases
 - Field and sales training and enablement
 - Building scalable processes for product management and product marketing
 - Buyer and user persona development
 - ISV, SI, partner, and vendor management
 - Analytics using Salesforce, Tableau, and Excel
 - Product and technology evangelism, both internal and external
 - Individual contributor management
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PROFESSIONAL EXPERIENCE

Director of Product Marketing, Feb 2018 – Present

iSpot – Bellevue, Washington

Data and analytics for TV advertising

Product Marketing IC for a \$50M SaaS data and analytics business. Directed product positioning and messaging, product launch, go-to-market strategy, customer awareness, and demand generation programs. Selected contributions include:

- Built and deployed a lightweight and scalable go-to-market process from the ground up that aligns to the agile environment of iSpot supporting a distributed team
- Created and executed the product launch strategy for the flagship iSpot Conversions product, increasing revenue from \$24M to \$50M
- Development of new, and refinement of existing go-to-market and sales materials such as internal training, website, videos, positioning and messaging, and demos

Travel Sabbatical, Latin America, Nov 2017 – Jan 2018

Senior Product Marketing Manager, Jan 2017 – Oct 2017

Amazon Web Services – Seattle, Washington

Worldwide provider of cloud computing services and business applications

Product Marketing IC for AWS End User Computing services overseeing \$76M in revenue. End-to-end ownership

Senior Product Marketing Manager (*continued*)

of product positioning and messaging, go-to-market strategy, content creation, demand generation, web properties, social and marketing automation. Selected contributions include:

- Developed and implemented the end-to-end marketing strategy for Amazon WorkSpaces, resulting in year-over-year growth of 62%, one of the fastest-growing AWS services in 2017
- Created and executed the go-to-market strategy for Amazon WorkSpaces Free Tier, creating a new customer journey to try before you buy, resulting in a 45% conversion rate to paid customers
- Partnered with Samsung for their Samsung Galaxy S8/S8+ and Dex Station launch including a social media campaign, in-box collateral and two-month trial offer for Amazon WorkSpaces

Director of Product Marketing, Jul 2013 – Nov 2016

Sterling Talent Solutions – formerly Bothell, Washington, now New York City, New York

Provider of background screening services and SaaS employee onboarding software for human resources

Product Marketing leader for new employee onboarding SaaS solution and background screening service, with growth from \$24M to \$72M, which led to a \$186M M&A backed by Goldman Sachs. Created and owned the product marketing discipline, including customer personas, positioning and messaging, product launch, case studies, road map, sales readiness, pricing, multichannel marketing, marketing automation, and leading a team of three. Selected contributions include:

- Developed, tested, deployed and managed software licensing and pricing strategy resulting in software revenue growth of 314% in fiscal 2014, and 80% in fiscal 2015
- Created, socialized, and executed a scalable cross-functional process for the development and management of go-to-market programs, that accelerated readiness and time to market
- My team created and managed case studies, demos, videos, release notes, online product knowledgebase content, tracking the success metrics for use and effectiveness

Senior Manager for Marketing Programs, Dec 2010 – Jun 2013

Vertafore – formerly Bothell, Washington, now Boulder, Colorado

Provider of on-premises client, PaaS, SaaS, and mobile software products to the insurance industry

Marketing IC for a \$450M business providing client and SaaS software to the insurance industry. Responsible for managing go-to-market for a suite of 59 different software products supporting the smallest mom-and-pop insurance agencies to the largest insurance carriers in North America. Selected contributions include:

- Created a scalable process for the development of messaging and marketing plans, and managed the execution across a lean, matrixed organization, accelerating time to market
- Led a campaign against our largest competitor resulting in over \$7 million in new revenue, including almost 100 competitive takeaways in 2012
- Delivered highly used and award-winning marketing materials including battlecards, playbooks, brochures, videos, presentations, demos, product walk-throughs, and web content

Business Development Manager, Aug 2008 – Dec 2010

Microsoft – Redmond, Washington – Worldwide EPG Industry and Global Accounts

Worldwide leader of enterprise and consumer software, entertainment, and media

Business Development Manager IC for a multi-billion dollar partner ecosystem. Defined the go-to-market strategy and drove execution, adoption, and landing of enterprise sales training and customer content. Defined and executed marketing and partner enablement plans, aligned to the product teams and Microsoft customer campaigns, and landed the selling strategy through internal social media channels. Selected contributions include:

Business Development Manager (*continued*)

- Defined the marketing execution strategy for Microsoft worldwide Industry Solution Categories of manufacturing and retail, and drove to annual partner and sales conferences
- Managed evolving business strategy and effective solution delivery from the cradle to the grave for multiple digital marketing channels for Solution Areas and Industry, including Microsoft.com and Academy Live

Product Manager, Jul 2005 – Aug 2008

Microsoft – Redmond, Washington – Information Worker (Microsoft Office) – Solution Showcase
Worldwide leader of enterprise and consumer software, entertainment, and media

Product Manager IC tasked with driving the adoption of Microsoft SharePoint and the Microsoft technology stack, including Microsoft Office, Microsoft Dynamics, SQL, Windows, and Server. Selected contributions include:

- Developed and executed the worldwide Microsoft Office go-to-market plan for the retail industry working closely with the Microsoft field for both US and worldwide, and critical go-to-market partners
- Defined the marketing execution strategy for Microsoft worldwide Industry Solution Categories and drove to annual partner and sales conferences
- Selected key ISV partners to drive Microsoft SharePoint Solution Area adoption, facilitating the generation of over \$50M of partner-led revenue

Marketing Manager, Aug 2004 – Jul 2005

Microsoft c/o KFS (vendor) – Redmond, Washington – Worldwide EPG Sales Enablement
Worldwide leader of enterprise and consumer software, entertainment, and media

Consultant responsible for the development, launch, and distribution of Partner Marketing Resource Kits for the Microsoft Enterprise and Partner Group working cross-functionally with Server and Tools, Information Worker (Microsoft Office), and Application Platform Business Groups. Selected contributions include:

- Created best practices to expedite development, version control, and worldwide distribution of marketing content accelerating time to market and improving the overall quality
- Developed Microsoft field sales and partner marketing materials for SharePoint 2003
- Started the first Enterprise Partner Group Enterprise Resource Guide and assisted with worldwide training and distribution

Group Product Manager, Jan 2000 – Jul 2003

RealNetworks – Seattle, Washington – RealOne Published Products
Consumer entertainment and media distribution, streaming media client and server solutions

Group Product Manager leader for an \$87M media and entertainment business. Defined the strategic vision for the Published Products Division, including branding, positioning, and providing solutions to extend the end-user experience for RealNetworks products. Managed third-party application e-commerce channel, all partner relationships, and mentored a team of 6 employees. Selected contributions include:

- Exceeded financial goals, increasing sales 61% in the first twelve months to \$18 million annually
- Created engine for product development excellence, accelerating software development, decreasing time to market, and dramatically improving customer satisfaction
- Product management ownership for RealOne Player Radio, more than doubling streaming media content consumption

EDUCATION

California Institute of Technology – Pasadena, California, BS Industrial Relations
Quinsigamond College – Worcester, Massachusetts, AA Business Administration

PROFESSIONAL DEVELOPMENT

Pragmatic Marketing – Effective Product Marketing and Product Launch Essentials, Level III Certification
Customer-Centric Selling – Sales Training Workshop
Microsoft Marketing Bootcamp – Course Completed

VOLUNTEER SERVICE

USAF AUX, CAP – PRC-WA063, squadron safety officer, Second Lieutenant
USAF AUX, CAP – NER-19007, search and rescue, radio communications, CFO
Kirkland Downtown Association – Marketing Committee
Greater Kirkland Chamber of Commerce - Videographer

Air Force Association Award – NER-19007, aerospace education, and public relations excellence
USAF AUX, CAP National Commander's Commendation – NER-19007, public relations excellence
Outstanding Service Award – PRC-WA063, squadron safety officer