

# A Career of Technical Product Marketing Innovation and Execution

*Or, the top 9 reasons to have a coffee with Gary Dietz*



## Invest in a cuppa Joe with Gary. The ROI?

Definitely! An interesting chat and a new LinkedIn connection  
Possibly? A new employee who will help solve some of your problems  
Could be? A knock-the-ball-out-of-the-park hire

What's to lose? Email [gdietz@garydietz.com](mailto:gdietz@garydietz.com) or call +1-603-320-7095. Operators standing by.



### 1. Launch! Launch! Launch!

Years of Elluminate Live! and associated products, a teaching SaaS used by 1500+ districts/universities with millions of mins per month (acquired by Blackboard). Elsewhere, launched over 10 major products including B2B and B2C cloud backup, video and voice collaboration, mobile games, video chat, and interactive whiteboards.



### 2. Tools! Tools! Tools!

I'm good at PowerPoint, Prezi, Adobe Audition and Premiere (for mocking up audio and video for vendors), Camtasia for demos and training, Zoom, WebEx and GTM (online collaboration is my forte). I am solid at Salesforce and have actually designed, with a consultant, requirements for a new Salesforce instance. Implemented campaigns in MailChimp and Constant Contact. Odd tools like FrameMaker and Sorenson squeeze.



### 3. Social! Metrics! Content!

Ran Facebook and Twitter tests to determine terms and images that resonated best with personas and points in buyer's journey. Iterated and increased engagement up to 200%. Received as many YouTube views in 4 months (50K+) as previous versions did in multiple years. Average view duration over 60% and during some periods over 75%. LinkedIn sponsored emails, and paid Twitter and Facebook campaigns. Paid podcast sponsorship tests. Teamed with Marketo experts. Solid working knowledge of Google Analytics and run two Wordpress instances.



### 4. Assets! Sales enablement! Hands-on!

From white papers to infographics to ad-hoc videos to explainer animations to slide decks to sales skits to branding to web landing pages, created by me, with teams or agencies, prolifically ideates and creates content that performs. Regular long-form poster to LinkedIn, various blogs as guest poster, and have a new **Medium** page.



### 5. Speak! Train! Talk!

Presented at dozens of conferences for FVC, mimio, Elluminate. Invited to speak at major universities, the NIH, and even had a White House representative at a talk. Most recently spoke at Brandeis (Jan '18)



### 6. Process! Trained! Coach!

Pragmatic Marketing trained. Dale Carnegie trained. Modeled personas, improved nascent social and blog presence, email campaigns data cleanup, and sales processes. Managed junior creatives and seasoned peers.



### 7. Partners! Business development! Synergy!

Led an OEM-in effort of a German firm. From first meeting through next 18 months I led as Product Manager, evangelist, and leader to create a \$6.5M pipeline. Built a named account marketing program with over 100 members. OEM-in negotiations for handwriting, collaboration, and other technologies.



### 8. Investors! Analysts! Press!

Wrote vision specs and stories for hardware and SaaS features (same space as Microsoft Surface Hub and Google Jamboard) that helped close a \$5M round. Regularly briefed press and analysts while at Elluminate at conferences and shows. At Acronis regularly hosted and presented at PR/Blogger events in Boston, NY, and Las Vegas CES.



### 9. Manage Creatives! Agencies! Get it done!

Managed editors, animators, PR firms, design firms, full-service firms, and content pros from around the world.

“Gary has a unique mix of technical understanding and instincts about market dynamics. On top of this, his enthusiasm is contagious.”

– Ted Collins, former CTO Playrific, and current CTO at Vitac

**Intrigued? See a full resume and more materials:**

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