

GARY DIETZ

Product Marketing Manager, Prolific Writer, Technology Evangelist

603-320-7095

gdietz@garydietz.com

Greater Boston, Southern NH, or remote

Portfolio & Marketing Blog

<http://www.garydietz.com>

LinkedIn <https://www.linkedin.com/in/garymdietz/>

PROFILE:

Individual contributor or small team lead in startup or division of larger firm. W-2 or Contract-to-perm.

TRACK RECORD:

Introducing innovative technologies to the market and growing awareness, trial, and usage.

- More than 10 high tech products launched – HW & SW, Packaged, SaaS, Mobile
- \$6.5M pipeline and \$400K closed 18 months after new technology project intro at Elluminate
- 200% YoY increase in qualified leads at major Tech Ed show after booth approach redesign at Elluminate
- Press and analyst briefings and thought leadership work at Acronis, Playrific, Elluminate, and FVC

PROVEN:

- Delivering successful B2B, B2C, and Ed Tech products based on cutting-edge technologies
- Creating positioning and messaging to educate customers, internal teams, and press and analysts
- [Prolific sales enablement creator](#): PowerPoint, white papers, animations, blogs, engaging demos, and more
- Motivating cross-functional teams with energy, customer stories, and effective process

PASSIONATE:

- Delighting customers with product, with content, at conferences, and on visits
- Enabling sales teams to excel with a “fail fast” approach to personas and enablement tools
- Explaining complex things in simple ways with the written and spoken word and images/animation
- Energetic and motivational with a whiteboard, pens, and technology to excite and lead live and in webinars

Experience

SELF, MARKETING CONSULTING, NH, OCT 2017 TO PRESENT

Leading a grant project at the [High Hopes Foundation of New Hampshire](#). Goal: For- and non-profit arts venues can bring accessible and inclusive arts activities to individuals. Exercising leadership, research, planning, content, persuasion, funding, board, and execution skills. [Advising team \(NDA\)](#) on an early business plan for a professional training SaaS portal. Also: Increasing skills in video production, Google Analytics, paid social for LinkedIn, blogging, and teaching and presenting (I gave a talk at a Brandeis grad class about my book).

ACRONIS, PRODUCT MARKETING MANAGER, BURLINGTON, MA, DEC 2015 TO OCT 2017

Positioned complex new technologies, including active ransomware protection and blockchain authenticity, as easy-to-use SaaS and local B2C and B2C offerings. Built content and promotions that at one point delivered a 20% YoY increase in conversion rate in core consumer product sales. Created assets including customer testimonials, explainer videos, materials for roadshow demos, multivariant social media, podcast ads, and performed email tests. Worked as a web editor in Drupal, developed monthly content for consumer offers and demand generation programs, dug into Salesforce for channel partner test outreach, led and reported on social & podcast tests, managed an intern who executed social and blogging efforts.

PLAYRIFIC, PRODUCT MARKETING & MANAGEMENT, BILLERICA, MA, JUL 2015 TO NOV 2015

Joined a small 12-person, 4-year old iOS and Android mobile gaming firm during a period of rebirth. Rebuilt processes for mobile app updates and releases for over 40 apps, 6 of which were re-released during my tenure. Implemented a Salesforce instance, moved from MailChimp to Constant Contact, rebuilt sales enablement decks and tested by closing a new deal myself, worked closed with the CTO and CEO to build out a prototype for a new VR - AR motion platform. Agile processes. Sadly, after 4 months, funding ran out.



Check out my detailed content portfolio
at <http://www.garydietz.com>





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QUIRKLOGIC, PRODUCT MANAGEMENT & MARKETING, CALGARY, AB OCT 2013 TO JUL 2015

First employee (after the CEO and CTO) where we ideated, planned, and acquired initial funding for a cloud-connected SaaS e-writer with the largest E Ink screen to date (42"). Early stage work building out business and marketing plans, gap analysis. Pragmatic Marketing in an Agile/Scrum environment. Grew to 16 people.

6BY7 REPORTS, MARKETING CONSULTING & AUTHOR, AMHERST, NH, MAR 2011 TO AUG 2014

Bose Ride Team marketing tasks for an advanced trucking health and comfort product, including slide decks, prototyping in-dealership demos with custom iPad scripting language, testimonial videos, and designing a Salesforce instance. Avaya, research examined competitive messaging. Sales enablement materials.

Published a book and managed 30+ worldwide writers and an editor for a collection that was crowdsourced (Kickstarter and Indiegogo), funded, and marketed resulting in a five-star Amazon book. Speaking engagements at multiple universities including Johns Hopkins/National Institutes for Health where a White House representative attended. Paid social media via Facebook, LinkedIn, Twitter.

ELUMINATE (BLACKBOARD COLLABORATE), SENIOR PRODUCT MANAGER & PRODUCT MARKETING, AMHERST, NH, OCT 2006 TO FEB 2011

Led the company's first in-bound technology licensing deal and delivered the industry's first instructor-led HD multipoint video teaching tool compatible with legacy H.323 equipment. From first meeting + 18 months, we delivered two releases, built a \$6.5 million pipeline and closed over \$400K in business. Led highly effective annual and ongoing sales trainings (including skits and elevator pitch competitions), wrote white papers, built integrated thought leadership campaigns (white papers, slides, YouTube, webinars) that generated multiple hundreds of high quality B2B leads. Was a road warrior with dozens of site visits for sales support, customer research, and extensive speaking slots. Briefed analysts. Acquired by Blackboard 2010.

MARKETING CONTENT CONSULTING, 6BY7 REPORTS, AMHERST, NH, FEB 2005 TO SEP 2006

Clients included: Mimio (training videos), Vemics (Business plan models and content for a web conferencing training system for pharma), Benedent (Video for unusual patented toothbrush). Six EdTech podcasts.

EARLIER

Technical and marketing writer and leader for consumer video chat and electronic whiteboard collaboration, streaming media, and videoconferencing infrastructure products. I also built a consumer historical collectibles business that generated \$400K revenue on TV shopping channels, museum gift shops, and web sites.

Tools

- Techsmith Snagit and Camtasia; Adobe Premiere for testimonials, FrameMaker for large book design, Prezi, Adobe Audition. Odd tools like Filezilla for FTP and Sorenson Squeeze for video compression.
- Webinar and remote presentation magician.
- Salesforce, Constant Contact, Mailchimp for email campaigns. Created content for Marketo campaigns.
- Wrote specs Salesforce instance (Bose, built by consultants) and implemented myself (Playrific), another with a consultant (at 6by7 Reports)
- LinkedIn, Facebook, and Twitter paid campaign experience both as implementer and team leader
- Google analytics for two Wordpress sites and used GA for reporting on a huge Drupal instance at Acronis
- Clicktale analysis for multivariant tests for web designs
- Beginner but effective with Jira; Trello for story tracking and task management
- Manage two WordPress instances; Basic editor-level basic Drupal skills

Education

- Pragmatic Marketing PM, Roadmap, PR courses and certification self-funded & with Elluminate
- Dale Carnegie Human Relations and Sales courses, invited to return as student assistant
- BA in Writing, Cum Laude, SUNY Potsdam. Semester in Japan as exchange student