



A five minute, six slide overview of Gary Dietz, a Product and Content Marketing Pro

...to help you understand more
about me

... facilitate our discussion and
use phone and face-to-face
time wisely

Not actually Gary 😊

Elevator Pitch

Teacher and writer at heart

...with a love of technology that impacts the world

Marketing pro

...with deep experience in launching technical products across many spaces and channels

Hands-on, small company person

...Thrived at companies with 3 to 160 people

A love of sales and channel personas

...Focus on tasks that enable sales growth

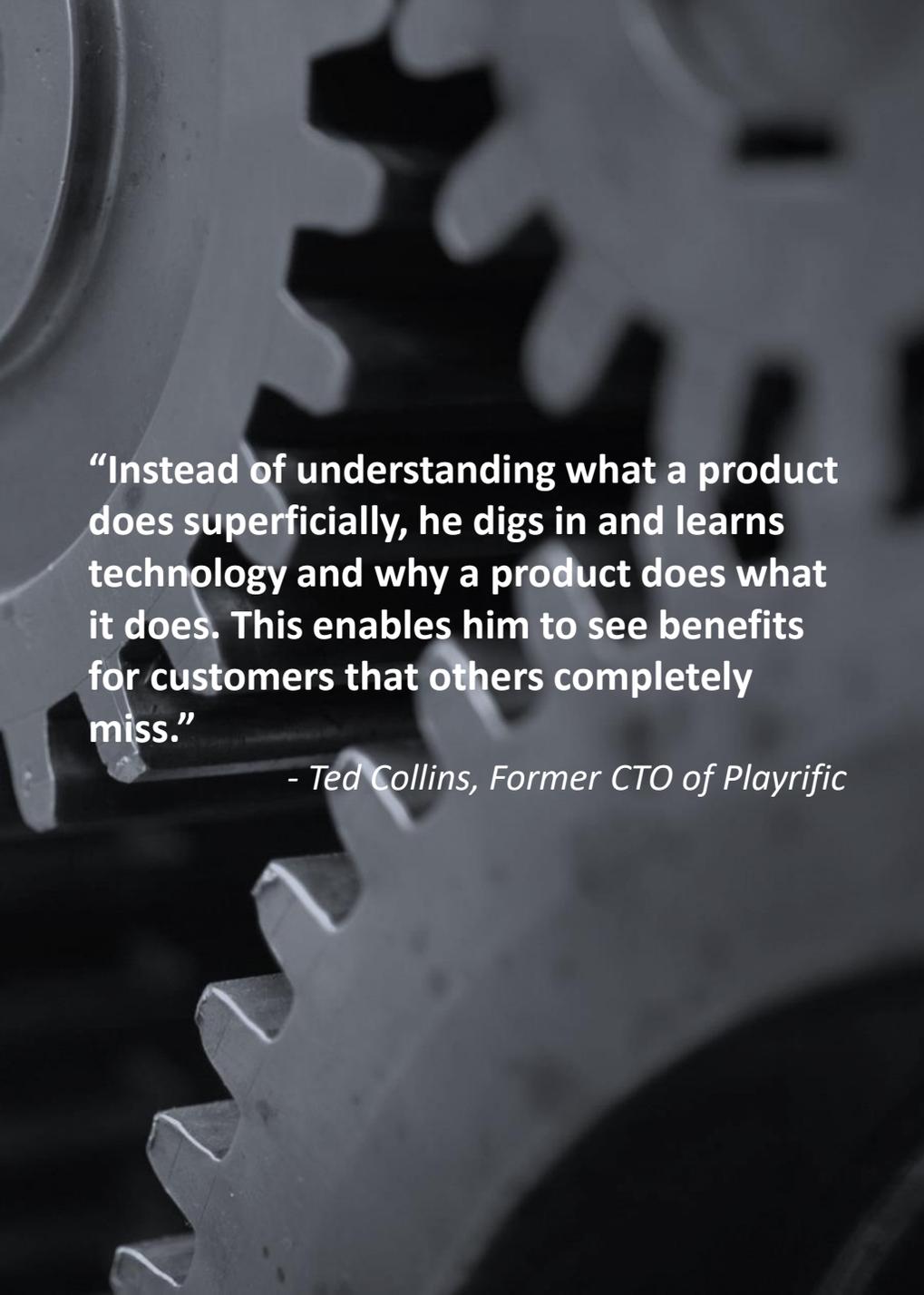
A charismatic presenter

...Online, in person, to small and large groups

“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 of Playrific





“Instead of understanding what a product does superficially, he digs in and learns technology and why a product does what it does. This enables him to see benefits for customers that others completely miss.”

- Ted Collins, Former CTO of Playrific

But is he technical?

Wrote about and trained sales on **H.323 videoconferencing infrastructure**

Ideated and wrote vision documents and Jira stories for **cloud-enabled eInk collaboration solution**

With Elluminate CTO, traveled to Germany to **evaluate OEM HD videoconferencing stack**

At Acronis, researched, wrote about, created videos about **SaaS data protection** and led educational webinar to IT folks about new machine learning / AI approach to **malware protection called Active Protection**

Built **summary reports on analytics information** from paid and organic social from LinkedIn, Facebook, and Twitter as well as reported out on status of outreaches using Google Analytics with UTM codes

On contract to Bose Ride Team, used a **custom iPad scripting language** to control physical movement aligned with audio narration to demonstrate a trucking safety product

Manage two **Wordpress** instances on an ongoing basis, decent **audio and video editor**, and know enough about many tools to be “dangerous”

And more...

“He is **very professional** in his approach while maintaining a good sense of humor, which made working with and for him an enjoyable experience. I would absolutely work for Gary again.”

- Larry Kovner, technical writer at Elluminate

“Gary understands synergies and also to work the network. He is well plugged in to social media and understands the nuances of marketing in the space. I've always enjoyed working with Gary because he is able to reach me (sometimes busy people are hard to reach) **and work with me in a positive, efficient way** without me feeling nagged.”

- Vicki Davis, EdTech thought leader, blogger, podcaster

“I **learned so much while working with him**—even things I didn't originally intend to. He was always very excited and energetic, and it showed in the way he worked. Anyone would be lucky to work alongside him.”

- Kristina Udice, Gary's Intern at Acronis

“We tasked Gary with a wide variety of projects and he delivered ably on all of them, especially impressing me with his ability to **build and leverage a broad network of employees, clients, vendors and partners** to accomplish a desired outcome”

- Val Schreiner, current EVP of Turnitin, former VP Product at Blackboard/Elluminate

“Gary really helped me a lot during 2016 as we grew the US and international staff with specialized people and agencies, many of whom he interviewed and/or brought to our attention. **He had to work cross functionally to get anything done across multiple time zones and multiple cultures and multiple personalities.**”

- Julie Toman, former VP eCommerce and Digital Marketing at Acronis

Teamwork. Involvement. Management by influence.

“Tasks he helped with included SEM, SEO, promotions, merchandising, testing paid social media and podcast promotion, and authoring tremendous amounts of email and web content.”

*- Julie Toman, former VP eCommerce and Digital Marketing
Acronis*



“Gary is a terrific writer, storyteller and top drawer publicist. I've worked with many content writers over the years in various capacities. Gary was among the finest.”

- Katya Turtseva, VP Communications at Acronis

Content and integrated marketing

Explainer videos

...Ask me about leading agencies, producing, and measuring performance

Tradeshow presentations

...Ask me how I design pitches and ensure tradeshow booths to attract and engage and increase qualified traffic

Blogging

...Ask me my philosophy about the interplay between authentic content and SEO

Sales enablement

...Ask me about SWOT analysis, sales and channel trainings, white papers, sales presentations, and elevator pitch contests

Web content

...Ask me how I engage teams: visual, content, technical, and analytics to test and iterate content and design

Webinars

...Ask me about creative ways to engage and set apart efforts from the usual “Death by PPT”

Integrated campaigns

...Ask me how I combine a thought leadership topic, a YouTube video, a call script, and a letter to generate over 200 C-level leads

Lives the persona life

...Ask me about my Pragmatic Marketing trained, persona-based content research and creation approach and its benefits

Questions? Comments?
I am eager to meet face-to-face!

After all, we haven't even touched on go-to-market strategies, messaging frameworks, and other cool stuff that a seasoned marketer brings to the table.

Thanks for your time and attention!

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