

Summary

My multi-disciplined strengths help organizations maximize pipeline and brand preference, while my leadership impact extends beyond my department. I'm just as comfortable on a scrappy 4-person team as I am leading a 50-person global organization.

Experience

Semgrep

Head of Product Marketing

April 2024 - Present

San Francisco, CA

- Responsible for product positioning, messaging, and launches
- Drive influence & engagement with key industry analysts
- Oversee technical product documentation team

Vice President of Marketing

July 2019 - April 2024

San Francisco, CA

- Publicly launched company and core product, Semgrep, a code analysis tool
- Led company rename & rebrand to maximize brand equity and awareness
- Responsible for global marketing direction, strategy, and execution

Dedrone

Vice President of Marketing

April 2017 - June 2019

San Francisco, CA

- Responsible for global marketing direction, strategy, and execution
- Designed and implemented initial data-driven marketing approach
- Completely redesigned web site to position company into enterprise market

Meraki / Cisco Meraki

Director of Marketing

January 2011 - April 2017

San Francisco, CA

- Grew global department to 50+ across product marketing, demand gen, design, and brand
- Developed leadership team, managed budget and personnel, drove department objectives
- Oversaw design of Meraki's new European HQ office in London

Team Manager, Product Marketing and Design

- Led introduction of new products across entire portfolio
- Expanded team scope into product design, led team through shipment of first mobile app

Product Marketing / Solution Architect

- Created and ran campaign that increased sales of flagship product by 10X
- Earned broad press coverage by mining data on iPad trends and creating a compelling story

Agilent Technologies

Product Manager / Application Lead

July 2004 - Dec 2010

Santa Rosa, CA

- Captured majority share by launching >5 products across HW & SW product lines
- Led product management, strategy of multiple products, driving 57% Y/Y growth
- Grew flagship product from < \$100M to >\$160M through marketing and product management

Application Engineer (Munich, Germany)

- Increased short-to-medium term business by over \$4M in 6 months
 - Earned bid-acceptance at major client previously owned by largest competitor
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Education

Bachelor of Science, Electrical & Computer Engineering
Graduate Program, Communications & Signal Processing

Purdue University
West Lafayette, IN

Skills & Interests

Earned amateur radio license at age 12 and became involved in technology ever since
Using C/embedded systems to build everyday connected objects (e.g., home MUNI display)
Digital and medium-format photography
Sometimes instructor, Cal Sailing Club
Fluent in Spanish, rudimentary German