

## Contact

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(LinkedIn)

## Top Skills

Competitive Marketing Strategies  
Customer Success  
Customer Experience

## Certifications

FAA Private Aircraft Pilot Certificate,  
Multiengine and Instrument Ratings

## Honors-Awards

Microsoft Team Star Award  
Microsoft Ship-It Award  
Excellence in Downtown  
Revitalization

# Ron Stevenson

Senior Product Marketer (PMM), Customer Reference Storyteller,  
and Product Manager (PM).

Greater Seattle Area

## Summary

Global expertise in technology product marketing and product management, including success in driving new SaaS, CX, and AI offerings. Deep experience in customer experience and customer success domains. I am a creative designer of effective go-to-market strategies, positioning & messaging, and customer success stories. I enjoy productive collaboration with diverse teams of smart people.

See recent work at [portfolio.ronstevenson.com](http://portfolio.ronstevenson.com) and [mystoryview.com/success](http://mystoryview.com/success).

## Top CliftonStrengths®

1. Strategic 2. Intellection 3. Relator 4. Responsibility 5. Learner

Having held leadership roles within numerous enterprise and start-up ventures, I am skilled at marshaling internal resources and external influencers to achieve key objectives. I possess deep competitive strategy, organizational, international business development, and engineering expertise. I have helped a wide variety of companies reach new customers and markets.

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## Experience

### Consultant

Sr. Product Marketing Consultant for CX, AI, and Customer Success  
Storytelling

November 2022 - Present (1 year 2 months)

Greater Seattle Area

Product Marketing consulting and Customer Success storytelling for AI products, CX vendors, and other companies, through Stage 4 Solutions, PMMforhire.com and Story View. Projects include new release product marketing, competitive analysis, and customer referencing.

## Dialpad

Sr. Product Marketing Manager for AI Contact Center

November 2020 - July 2022 (1 year 9 months)

San Francisco Bay Area

Led product marketing for Dialpad AI Contact Center, including go-to-market execution and messaging, competitive positioning, global sales enablement for both internal teams and partners, customer referencing webinars, and extensive analyst relations, driving 200% subscription ARR growth.

## Apptentive

Sr. Product Marketing Manager

November 2018 - November 2020 (2 years 1 month)

Greater Seattle Area

Led all product marketing efforts for mobile VoC platform, including go-to-market execution, competitive positioning, messaging, and sales enablement to win in large enterprises vs. leading competitors like SAP Qualtrics and Medallia. Directed customer referencing campaigns and intellectual property protection. Secured Apptentive's first technology analyst engagement partnership with Gartner and managed other analyst relations activities. Named one of "most Promising Vendors" in Gartner VoC Market Guide. Company acquired by Alchemer.

## MarketRFID

Co-founder, Director Products and Solutions

January 2017 - December 2018 (2 years)

Greater Seattle Area

Directed the company's inventory-in-motion SaaS portfolio for Impinj RAIN RFID on Microsoft Azure infrastructure. Guided product marketing and customer acquisition programs, creating messaging and materials to secure successful deals with Siemens and other customers with large warehouse inventories.

## Genesys

Sr. Manager, Product Marketing - Enterprise Cloud & Mobile Engagement

September 2013 - January 2017 (3 years 5 months)

San Francisco Bay Area

Led Genesys Enterprise Cloud and Mobile Engagement marketing, including product commercialization, competitive positioning and messaging, demand gen campaigns, customer win/loss analysis & referencing, and sales enablement for global account teams and partners, growing cloud bookings

by 40%+ and Marketing Qualified Leads to \$300M. Created all demand gen content including 20+ global webinars, whitepapers, eBooks, solution brochures, sales training, blogs and customer event materials. Subject matter expert for analyst relations on Gartner MQ, Forrester Wave, and IDC MarketScape reports, resulting in leader positioning.

#### Salesforce.com

Program Marketing Manager - CSG GoToMarket Scale / Showcase CRM

May 2012 - August 2013 (1 year 4 months)

San Francisco, CA

Directed business value messaging, communications, and team certification process for Showcase CRM product evolution, marketing new features and competitive capabilities across enterprise and field sales. Managed customer win/loss analysis for mid-market customer segment, including Net Promoter Score (NPS®) and causality research.

#### Schakra Inc.

Sr. Product Manager - Parental Guidance for Facebook

2010 - 2012 (2 years)

Redmond, WA

Directed go-to-market strategy and messaging, competitive positioning, case study development, and social media outreach for new application platform; managed product requirements and feature roadmap on Agile dev team.

Grew customer base by 525%, building global opportunity pipeline. Secured nationwide press coverage for product launch in over 25 publications and on TV, including USA Today, CNN and Wall Street Journal.

#### Microsoft Corporation

Program Marketing Manager

January 2008 - 2010 (2 years)

Redmond, WA

Developed new tiering and pricing models for Connected Services Framework offering.

Designed and delivered marketing and sales enablement workshops for the Application Platform Optimization model to Microsoft account teams in North America and Western Europe, improving sales velocity by 15%; Trained global teams in the performance of capability gap assessments to win new business from enterprise CIOs.

## Microsoft Corporation

6 years

### Sr. Product Manager - Connected Services Framework

February 2005 - July 2007 (2 years 6 months)

Redmond, WA

Owned product management for Microsoft's Connected Services Framework, targeting global telecommunications providers with new web services capabilities. Developed product messaging, marketing materials and case studies for worldwide account and partner teams; delivered global sales enablement workshops, competitive research and sales tools. Created Microsoft's first Telco Sector Customer Advisory Board program to define new product requirements. Designed new per-service/per-user pricing and licensing models.

### Product Marketing Manager, Competitive Strategy, Enterprise & Partner Group

2001 - February 2005 (4 years)

Redmond, WA

Directed competitive positioning and messaging for worldwide field account teams in direct competition with Oracle, IBM and Linux in the database and enterprise sectors. Produced field sales ammunition, battlecards, hands-on labs, and other sales enablement tools, managing the worldwide community of 40+ regional compete leads. Initiated new competitive escalation program, improving global enterprise deal close rates by 25%. Owned enterprise customer evidence, generating 30+ enterprise success stories.

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