

Professional Experience

Director of Product Marketing - eGain | Sunnyvale, CA | 07/2024 - Present

Responsible for defining strategy, launch and management of all product areas, as well as developing product positioning, messaging, and ideal customer profiles.

- Develop and execute go-to-market strategies, including product positioning and messaging that resonates with target audiences.
- Plan and execute product launches, driving product adoption and customer engagement.
- Oversee the creation of marketing materials, such as white papers, case studies, and blog posts.
- Collaborate with cross-functional teams, including product management, sales, and customer success.

Sr. Product Marketing Manager - Unbabel | San Francisco, CA | 04/2021 - 07/2024

Responsible for defining priorities, strategy, and management of all product areas, as well as developing product positioning, messaging, and ideal customer profiles.

- Accountable for strategic planning on a quarterly level and reporting on plans, launch and collateral roadmap, key initiatives, and deliverables.
- Managing all products and go-to-market launches, ensuring cross-functional alignment and a coordinated marketing/product/revenue effort.
- Leading training, enablement, and collateral creation for all owned product areas, and defining cadences and rituals with cross-functional partners.
- Conducting market research to understand customer perceptions, the market landscape, and the competitive landscape, and packaging findings into specific assets.

Product Marketing Manager - Arena.im | Sunnyvale, CA | 03/2020 – 04/2021

Joined as part of the leadership team. Responsible for the messaging, packaging, and delivering Arena's products to market and enablement for customer-facing teams.

- Lead a team of marketers and developed go-to-market strategies for feature and product launches.
- Responsible for planning, implementing, and managing the overall product marketing strategy and customer marketing programs.
- Also responsible for leading technical product marketing programs and managing its cross-functional implementation such that sales teams, field marketing, and partner organizations were properly educated on all the technical and thought leadership content.

Product Marketing Manager - Automation Anywhere | San Jose, CA | 08/2018 – 02/2020

Managed the supply side of the Automation Anywhere on-demand marketplace for bots; strategizing, planning and executing product launches for the Bot Store. Also studied the user and buyer personas of the marketplace to support the product roadmap.

- Owned the pipeline for scaling Bot Store with partner (and internal) bots, working with the product management team; grew Bot Store inventory in 25.5% in the initial 2 months. 12-month overall growth: 47%
- Co-managed the strategy - developing core product positioning and messaging - and the full launch of the Digital Worker: Automation Anywhere's central piece for the successful series A2 raise (\$250M).
- Partnered closely with engineering and sales to help determine the best technical case studies, and also to drive successful product introduction to the market.
- Leveraged quantitative and qualitative insights from research and analysis to influence product strategy and inform positioning, go-to-market plans, creative assets, and campaigns. Also defined and executed a supply-side content strategy for the marketplace core.

Co-founder - MeedHit | Palo Alto, CA | 10/2017 – 06/2019

Founded MeedHit and led a team of five, defining marketing strategy and product vision.

- Led the development and execution of the go-to-market strategy, including defining value propositions, messaging, and marketing campaigns to drive customer acquisition.
- Developed and executed all marketing efforts including digital marketing actions, direct client outreach, and growth strategy.
- Developed Business Plan and Product Roadmap.
- Coordinated the technical development of the platform, created original wireframes, basic functionalities and UI/UX.

Digital Product Manager - HP Inc. | Palo Alto, CA | 09/2016 – 10/2017

Managed HP's "Consumer Device as a Service" digital portion as well as go-to-market strategy. Responsible for product vision & roadmap, market research analysis (prioritizing product and customer requirements), campaign management and online implementation.

- Drove a substantial increase in subscription sales over an 11-month period (Smart Friend and Consumer DaaS).
- Increased web traffic by leading a complete redesign and redevelopment of webpage in order to optimize UI & UX and reduce clicks on the purchase funnel. **From 0 to ≈90,000 monthly page views** over a 10-month period.
- Developed product strategy on a \$250K budget for marketing, product and technical investment. **Generated \$1.2M in Revenue** – over the first 12 months.
- Developed and executed new product marketing strategy while collaborating cross-functionally, with effective product management expertise. **Increased online conversion rate over 20%** by A/B testing messaging, and product display.
- Managed cross-functional field-marketing initiatives between marketing, sales, and product teams and directly managed technical & development team in India.

Marketing Manager - GSVlabs | Redwood City, CA | 04/2015 - 08/2016

Launched, planned, and executed the rebranding of GSVlabs during its shift from co-working space to startup accelerator. Worked directly with early stage startups and supported them to develop their businesses and adapt their products to market needs.

- Worked directly with the CEO, writing and designing pitches, speeches and investor's decks for business development. **Generated over \$2.5M in revenue from domestic and international partnerships.**
- **Sourced & Managed global partnerships** (Indonesia, Mexico and Brazil), establishing international branches and acceleration programs/curriculum.
- Supported the creation of GSVlabs Pioneer Accelerator, in conjunction with Google Launchpad, to help early stage startups accelerate their business models.
- Planned and executed the redesign and development of a new outward facing website and community platform.
- Directed digital campaigns. **Increased customer acquisition (events) by 37% while reduced customer acquisition cost by 52%.**

Product Marketing Manager - Servcom | BH, Brazil | 07/2011 - 09/2014

Coordinated all aspects of product marketing and new product development; Including product positioning, go-to-market strategy, product roadmap, market research, sales messaging, and marketing communication.

- Drove a 34% increase in product sales on the initial 24 months.
- Developed new mobile applications through an existing range of customer contacts. **Generated \$60K in new revenue channels** over an 18-month period.
- Developed marketing materials for customer exploration, market testing and soft-commercialization. Resulted in 5 customer pilot agreements. **Generated over \$50K in incremental yearly revenue** from 2012 – 2014.
- Created high-level product requirements documents, use cases, wireframes and presentations for proposed product features.
- Combined data collected from user research and created technical reports for the CEO that provided snapshots of product perception by potential customers.

Education

International Technological University | Masters of Science in Digital Arts | San Jose, CA | 2016-2018

Digital Marketing Concentration - Class of 2018

University of California, Berkeley | Management & Business Track | Berkeley, CA | 2014-2015

Business Administration and Project Management - Class of 2015

Pontifícia Universidade Católica | Bachelor's of Science in Marketing | BH, Brazil | 2009-2013

Marketing Concentration – Class of 2013

Languages

English, Portuguese | Spanish: Advanced

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