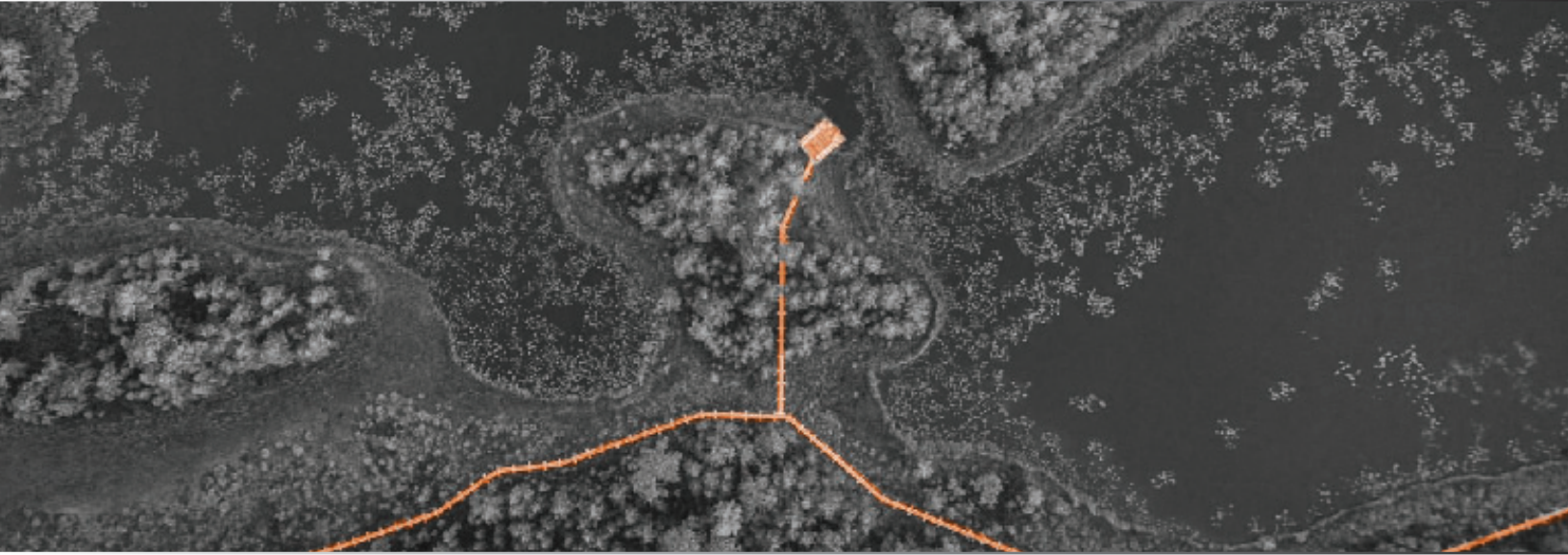


Scaling Product Management & Marketing: Customer-Centric Leadership



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*Invaluable
professionalism
and support.*

”

General Manager

Our strategic Go-To-Market (GTM) advisory helped vastly expand a multi-billion-dollar global technology provider seeking talent and company growth. After thorough assessment of people, process and technology, lead consultant and Thought Marketing LLC founder and CEO Allison J. Taylor recommended several initiatives to scale the organization. These included individual and team coaching, cross-functional operational reviews, GTM process troubleshooting, and extensive efforts to scale the product management and product marketing functions. To further the company's market recognition in cyber security, cloud, and AI domains, Allison worked closely with the leadership team and a high-potential marketing director to review and uplevel every aspect of marketing.

Business Stage: Global Multi-National, Scaling U.S. Mid-Market and Enterprise Segments

Sectors: AI, Cyber Security, Physical Security, Cloud, Computer Vision, IoT, SaaS

Offerings: 25+ Managed Technology Service Offerings

Executive Summary

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Marketing practices grew immensely & have become a true asset to the organization.

”

General Manager

With an objective to drive growth for the U.S. business, the CEO of a global managed technology service provider enlisted the advisory services of Allison J. Taylor at Thought Marketing LLC. The CEO wanted an objective U.S.-native external advisor to work closely with the leadership team and drive A-level tech provider capabilities in the competitive U.S. market. Diving deep into the company's product portfolio, marketing campaigns, and sales strategies, Allison paired tightly with the leadership team on business transformation, particularly converting the marketing function into a data-driven force. The ensuing data insights transformed the business into a more customer-centric and market-centric organization, expanding customer pipeline, earning customer testimonials, and providing the sales team with finer-tuned targeting direction and associated campaigns and content.

In parallel, Allison helped guide the company's product management process by modeling a new assessment tool for technology solutions, changing how leadership considered investment decisions. Throughout the entire engagement, Allison provided ongoing insights into pioneering technologies from the tech sector in AI and cyber security to spur roadmap development. With an incredible company culture supporting the team's growth mindset, learnings were applied quickly, while multi-year initiatives were established to further embrace technological innovation and talent development. Leadership empowered employees to take action to drive double-digit growth in new market segments with innovative cyber-physical technology solutions.

“

Very knowledgeable of tech market & profiles.

”

Chief Operations Officer



Challenges

A global technology service provider wanted to aggressively grow its U.S. market business including expanding its cyber and physical security product lines. Though strong in enterprise segments in major international markets, the company's U.S.-based systems, offerings, and talent, were out of alignment with rapidly changing U.S. market dynamics. Systems, though modern, were unable to deliver full data visibility across all functions. Processes involving multiple functions showed gaps and limitations. And, leadership needed better organizational mechanisms to provide timely guidance and disciplined career paths for star performers.

Another challenge was that product offerings were not well set up for the demands of U.S. channel partners and customers. Solution value was not easily articulated and cross-selling and up-selling sales opportunities were hidden. Investments were spread across many innovative product lines, yet success criteria fluctuated. A cost-plus pricing model hindered opportunities to branch into solution selling or leverage the company's well-received managed services and consulting services that used value-based pricing.

Finally, even though leadership believed deeply in its people, the organization needed U.S.-native talent coaching and job reconfigurations to better institute product innovation and a deeper technical brain trust. Identifying these challenges helped inform next steps.

“*Strong leadership & management skills. Organized, meticulous, consistent, hunger for learning and curiosity.*”
Chief Operations Officer

Engagement Strategy



Creative



Tech Marketing &
Business Counsel



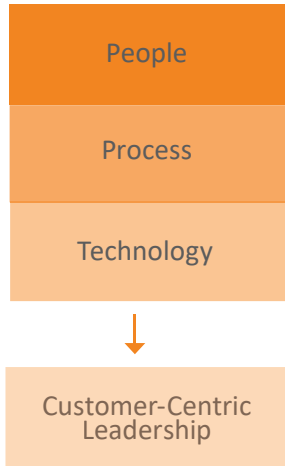
Strategy & Design



Coaching

Impact

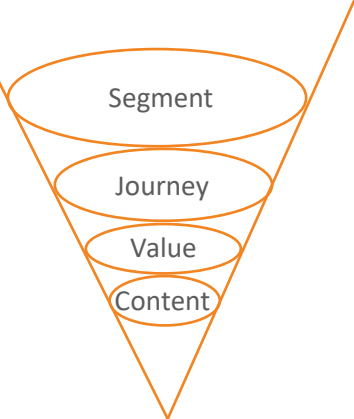
SCALE INITIATIVES



GREW GTM CAPABILITIES

- Customer journey mapping
- Content development
- Sales pipeline development
- Product value propositions
- Product upselling/cross-selling

TARGET MARKETING



Measurable Marketing Impact

Advisory Services – Business Transformation

Allison worked collaboratively with the leadership team and select high-potential talent to score and document key functional metrics across the business. Based on findings, work streams were kicked off. For example, a new monthly operations review institutionalized consistent use of dashboards and improved cross-functional team visibility for effective decision-making. Deeper brand surveys and U.S. market segment research were initiated to establish competitive benchmarks. These forums provided rising talent with live opportunities to prepare, present, and work with cross teams.

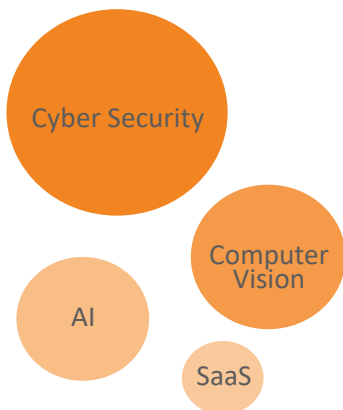
Executive Coaching Services

Allison also provided her executive coaching expertise across the product management, marketing, and sales functions. For **product management**, Allison defined roles and responsibilities to match expectations in the U.S. cyber security and B2B markets. From writing job descriptions and interviewing prospective employees, to onboarding, Allison also supported mentoring the new technical talent through the first 90 days for optimum success. In addition, Allison helped the product management team improve the quality of its product development lifecycle deliverables, including strategic positioning and messaging, roadmap management, and Voice of Customer (VoC) direction.

For **marketing**, the executive team paired Allison with a high-potential marketing director to help her grow toward CMO- and CCO-level positions in the future. Allison coached the marketing lead in ways to expedite marketing workflows for sales outreach, incorporating innovative AI marketing trends, streamlining the sales process, and delivering customer-journey driven content and campaigns. The marketing function transformed into a data-driven integral part of the business. The team developed a VoC strategy, capturing, analyzing and using customer feedback to inform decision-making across functions. Deliverables included customer testimonials, references, videos, case studies, social media, online summits, and press releases to help pinpoint value and communicate benefits to prospects in the channels.

For **sales**, Allison focused on better shared metrics between sales and marketing and better defining target segment priorities, such as providing AI video solutions to schools for violence prevention. She also engaged with creative resources to deliver compelling videos, tailored per customer, to expedite the sales process. Pricing and competitive differentiation were also refreshed.

TRACKING INNOVATIONS



Influenced Long-Term
Cyber-Physical Roadmap

Expertise in Innovative Trends – Cyber Security, Computer Vision, AI

Allison also brought value to the business by infusing ongoing Silicon Valley technical trends and perspectives. This helped the team stay on top of product development. The ongoing research into cyber security, cloud, SaaS, and AI influenced a long-term cyber-physical roadmap.

“

I always left meetings with Allison with a better understanding of the product development process of my products and rationalizing the current product portfolio. We also shared a ton of laughs along the way.

”

Director of Marketing



VERTICALIZED MARKETING

Geo Segmentation
Manufacturing
Education
Mid-Market



About Us

Thought Marketing LLC provides business and marketing counsel to executive leaders in the technology sector. We participate as a trusted, experienced voice to help devise, manage and solve a diverse range of strategic challenges, including crafting optimal messaging and positioning, designing and implementing marketing campaigns, developing creative lead generation market plays, and inspiring and coaching talent. By teaming with in-house and virtual teams unique to each case, we orient resources and investments to create and execute the best possible “business wins” for our clients.