

## PROFILE

Enterprise product marketing and go-to-market leader with 20+ years driving commercialization and growth across complex B2B technology businesses. Proven track record scaling \$500M+ businesses through disciplined segmentation, differentiated positioning, and commercial execution. Known for translating complex technologies into compelling customer value propositions that accelerate adoption, monetization, and revenue growth. Trusted partner to product management, engineering/R&D, sales, and executive leadership, aligning cross-functional teams across matrixed organizations to drive commercialization, growth, and enterprise impact.

## STRATEGIC & LEADERSHIP COMPETENCIES

### Strategy

Market Intelligence (VoC)  
Segmentation & Targeting  
Portfolio & Growth Strategy

### Marketing

Product Marketing  
Go-To-Market Strategy  
Positioning & Messaging

### Leadership

Team Development  
Cross-Functional Leadership  
Executive Influence

## PROFESSIONAL EXPERIENCE

THERMO FISHER SCIENTIFIC (\$40B+ Global Life Sciences Leader, NASDAQ: TMO), Carlsbad, CA 2008 – 2024

### Director, Global Product Marketing - Services (2019 – 2024)

Led global product marketing strategy and a team of 15 supporting a \$500M recurring services business across nine business units, driving customer adoption, installed-base growth, and commercial execution.

- Grew a \$300M recurring services business to \$500M by defining global go-to-market strategy, refining value propositions, and commercializing solutions across the installed customer base.
- Increased service attachment from 25% → 28%, generating \$18M in recurring revenue through segmentation, positioning, and growth programs.
- Built a \$10M qualified pipeline through CRM enrichment, customer segmentation, and data-driven targeting that improved conversion efficiency.
- Aligned product management, R&D, and commercial leaders on differentiated positioning, commercialization priorities, and enterprise go-to-market execution.
- Synthesized VoC research into positioning that improved product-market fit and commercialization.
- Scaled and led a global marketing organization from 7 → 15 professionals, introducing strategic planning and KPI management that strengthened commercial execution and organizational capability.

2025: Invested in Mini MBA in Marketing and Coaching Certification from Brown University to deepen expertise.

### Senior Manager, Global Product Marketing (2015 – 2018)

Led global product marketing strategy for a high-growth technology portfolio, partnering with product management and R&D from concept through commercialization and global launch.

- Scaled portfolio revenue from \$60M to \$115M through customer segmentation, differentiated positioning, and global product launches.
- Led GTM strategy for ExpiCHO, aligning customer insights, positioning, messaging, and launch execution to exceed first-year forecast by 40%.
- Identified a new customer segment through VoC research & data analytics, repositioned the portfolio for new use cases, and expanded product claims, accelerating segment revenue growth by 322%.
- Partnered with product management, R&D, sales, and regional marketing leaders to translate customer insights into commercialization strategy, product messaging, and global launch execution.

**Global Product Marketing Manager - LIFE TECHNOLOGIES (2012 – 2014)**

Led global product marketing strategy and launches for high-impact molecular technologies.

- Led global product marketing and launch strategy for Lipofectamine 3000, developing positioning, messaging, education, and commercialization plans that exceeded first-year revenue forecasts by 350%.
- Developed integrated GTM programs spanning digital marketing, sales enablement, and scientific thought leadership to accelerate product adoption.
- Built strategic partnerships with key opinion leaders and external partners to strengthen market credibility, expand customer engagement, and improve product adoption.

**Regional Product Marketing Manager - LIFE TECHNOLOGIES (2010 – 2011)**

Delivered portfolio growth through sales enablement, channel optimization, and regional marketing programs.

- Exceeded revenue targets through enhanced sales engagement and targeted regional campaigns.
- Transformed educational programs into digital marketing experiences that increased engagement and lead quality.
- Recognized for exceptional cross-functional collaboration and selected to lead new product concept initiatives with Product Management.

**Associate Product Marketing Manager - LIFE TECHNOLOGIES (2008 – 2009)**

Executed integrated marketing programs supporting North American research markets.

- Generated \$2.9M in promotional revenue through targeted marketing initiatives.
- Optimized product mix and channel execution to improve conversion and portfolio growth.
- Recognized for creativity and strong alignment with field sales and commercial leadership.

QIAGEN (NYSE: QGEN), Gaithersburg, MD

2004 – 2008

**Field Application Specialist / Technical Services Manager (2004 – 2008)**

Enabled enterprise customer adoption of molecular diagnostic platforms by optimizing implementation, capturing customer insights, and translating feedback into commercialization strategies.

**EDUCATION**

**Master of Science, Biotechnology Enterprise** - THE JOHNS HOPKINS UNIVERSITY

**Bachelor of Science, Biological Sciences** - UNIVERSITY OF CALIFORNIA, SANTA BARBARA

**EXECUTIVE EDUCATION & CERTIFICATIONS**

**Mini MBA Marketing** – MARK RITSON

**Certified Leadership and Performance Coach** – BROWN UNIVERSITY