



# LEADERSHIP ON-DEMAND

## CMO – CLOUD TECHNOLOGY

### ○ COMPANY PROFILE

- Leading edge technology services/products
- \$50+ billion in revenues

### ○ POSITION/TIMEFRAME

- Chief Marketing Officer
- 3 month project

### ○ SITUATION

- Very large enterprise company, many layers
- Needed to act more like a start-up than a legacy enterprise company
- Spin-off: New company, new brand, new product. How not associate with old one?
- Little awareness in marketplace of the brand, the industry being created and its product
- Segmented product marketing and product management

### ○ IMPLEMENTATION

- Top 10 go to market recommendations based on marketplace research & findings
- Plan for integrating product marketing and product management
- Created new GTM concept, storyline, pitch
- Created positioning statement, suggested language imagery, taglines, etc.
- Provided various strategies and approaches for internal feedback before finalizing implementation plan

### ○ RESULTS

- Internal shift to new product offering
- Collaboration between product marketing and product management
- Centralization of sales and marketing functions for quicker speed to market



Internal shift to new product offering



Increased segmented team collaboration



Centralization of sales and marketing functions

“ Work done helped lead the way to the centralizing of all of sales and marketing functions such as product marketing providing quicker speed to market.