

MICHAEL MORENO

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DIRECTOR, PRODUCT MARKETING | SAAS, AI, & CYBERSECURITY

A player-coach who turns complex technical platforms, AI, security, and data infrastructure into category narratives that land with technical and non-technical audiences alike. Drives cross-functional alignment across Sales, Marketing, and Product while leading direct teams to rally around a single story, owning positioning, launches, competitive intelligence, and partner GTM end to end. AI-forward by practice, not just by title, having built AI agents and workflows firsthand, and holding it all accountable to pipeline and revenue, not just activity.

CAREER HIGHLIGHTS

- **Category Creation & Platform Repositioning:** Owned category narrative and messaging architecture for the Owners segment entering a \$2.4T market from scratch at Procore, and led the launch strategy for SADA's first generative-AI agent portfolio, both platform transitions into a new category before market consensus existed.
- **Hands-On AI Fluency:** Built AI systems firsthand, including an AI-driven packaging/pricing tool and CampaignAgent, an agentic marketing platform, developing direct fluency in modern AI architectures and autonomous-agent behavior most product marketers only have secondhand.
- **Ecosystem & Partner GTM at Scale:** Led GSI and hyperscaler-driven GTM through the Google Cloud Marketplace, driving a 44X increase in Google-sourced revenue and earning 2023 Google Technology Partner of the Year; built competitive intelligence and battlecards that drove \$50M+ in partner-sourced pipeline.
- **Team Leadership & Pipeline Ownership:** Built and led a team of 5 product marketers as player-coach at SADA, standing up the solutions-marketing function from scratch; led GTM at Procore generating \$1.6M in pipeline and \$2.6M+ in qualified sourced pipeline.

CORE COMPETENCIES

Category Creation & Positioning | AI/ML & Agentic Product Marketing | GTM Strategy & Product Launches | Partner & Ecosystem Marketing (Hyperscalers, GSIs, ISVs) | Competitive Intelligence & Analyst Relations | Pricing & Packaging Strategy | Sales Enablement | Executive & Technical Storytelling | Team Leadership & Development | Pipeline & Revenue Ownership | AI-Native Building

EXPERIENCE

PROCORE

Principal Product Marketing Manager

2025 – 2026

- Owned category narrative and positioning for the Owners segment entering a \$2.4T market from scratch, building the story before market consensus existed.
- Defined and executed GTM strategy for ERP and financial integrations, shaping joint value propositions with Sage, SAP, and CMiC that generated \$1.6M in pipeline, \$70K closed-won, and \$1.2M in active evaluations, with \$5.2M identified.
- Determined the naming and positioning for a new Capital Management SKU and advised on how to split features across SKUs to optimize packaging and positioning, partnering with Product and Finance on pricing and packaging decisions.
- Built AI systems firsthand, including an AI-driven packaging/pricing tool and CampaignAgent, an agentic marketing platform, developing direct fluency in modern AI architectures and autonomous-agent behavior.
- Led executive engagement at CFO/CIO forums that surfaced product feedback and generated \$2.6M+ in qualified sourced pipeline.

SADA

Director of Solutions Marketing

2024 – 2025

- Built and led a team of 5 product marketers as player-coach, standing up positioning and GTM for SADA's first generative-AI agent portfolio; contributed \$3M+ closed-won.
- Defined and executed the launch strategy for new generative-AI solutions targeting enterprise customers, high-agency execution from first draft to market.
- Aligned cross-functional execution across Product, Sales, and Marketing to deliver integrated AI campaigns at scale.

EXABEAM

Senior Product Marketing Manager

2021 – 2024

- Led GSI and hyperscaler-driven GTM through the Google Cloud Marketplace, driving a 44X increase in Google-sourced revenue and strong enterprise adoption; earned 2023 Google Technology Partner of the Year.

- Owned positioning, category narrative, launches, and competitive intelligence for an AI-driven security analytics (SIEM/UEBA) platform sold to enterprise security teams and buying committees.
- Built competitive intelligence, battlecards, and executive messaging that drove \$50M+ in partner-sourced pipeline.
- Partnered with Product and Analyst Relations (Gartner) to sharpen positioning in a fast-moving, competitive ecosystem.

CLLOUDFLARE

Senior Partner Marketing Manager, Americas

2019 – 2021

- Led platform positioning and GTM programs for enterprise security products sold to technical and business buyers, collaborating with Product, Sales, and Marketing to generate \$6.5M in pipeline.
- Partnered with Sales and Marketing to build partner and co-marketing programs across the Americas, creating customer-facing enablement and working cross-functionally without direct authority over the teams involved.
- Executed the global solutions marketing campaign integrating Cloudflare's product portfolio into OEM partner IBM's go-to-market materials focused on VMware and OpenShift.

CLOUDERA

Senior Product Marketing Manager – SaaS Partnerships

2015 – 2019

- Owned messaging and GTM strategy behind Cloudera's customer-insights motion across BI and data-warehousing technology partners (including Tableau), coordinating a team of 5 product managers; a core driver of annual ARR growth. Most Innovative Marketer of the Year (2016).
- Built repeatable frameworks turning technical alliances into vertical narratives (Healthcare, Financial Services, Manufacturing) through co-marketing, events, and integrated campaigns, expanding strategic alliances with key software partners.
- Delivered vertical narratives for self-service BI across financial services, healthcare, and regulated industries, including analyst briefings with Dresner Advisory that shaped category coverage.

PREVIOUS EXPERIENCE

Enterprise/Regional Marketing Manager | Intel Corporation · Founding CMO | RagMetrics · Chief Marketing Officer | Blair Allen Agency · Marketing Advisor | RevGen AI · Software Engineering Intern | Accenture · Financial Analyst | Cirrus Logic

EDUCATION & CERTIFICATIONS

B.S. Finance, Santa Clara University · Computer Science Master's (Studied, Pending Thesis), CSU Chico
 PMC Level I, Pragmatic Institute (2021) · Email Marketing Certification, HubSpot Academy (2024)
 Languages: Spanish (Professional), Portuguese (Working)