

Communications Strategy for Head of Software

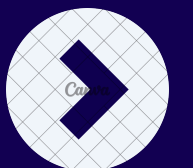


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Goal



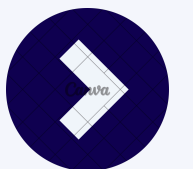
Position <leader name> as a visionary leader driving enterprise transformation by aligning <company> messaging with real business outcomes—modernization, efficiency, and revenue growth.





Pain Points of Enterprise Customers

- Need to modernize legacy IT infrastructure
- Security and regulatory compliance
- Scalability, automation and integration
- More efficiency, optimized IT costs
- Without deep technical expertise



Focus for <company>

- **Delivers customized enterprise solutions that solve real business pain points**
- **Provides a holistic solution across the entire software lifecycle**

Differentiator: Only company to build, deploy, and manage software on hybrid cloud and AI



Thought Leadership focus for <leader name>

Drive market positioning by making <company> software vision accessible to business leaders, not just technical buyers.

- ***Build Trust & Credibility:*** Big-picture business impact
- ***Boost Revenue:*** Strategic engagement with enterprise business leaders
- ***Drive Market Positioning:*** <Company> vision for the future



Channels

- ➔ **DIGITAL PLATFORMS (LINKEDIN FOR THOUGHT LEADERSHIP CONTENT)**
- ➔ **SPEAKING ENGAGEMENTS: BUSINESS AND TECHNOLOGY CONFERENCES**
- ➔ **TRADITIONAL MEDIA (BUSINESS & TECHNOLOGY PUBLICATIONS)**
- ➔ **THIRD PARTY (ANALYST BRIEFINGS, CONSULTING FIRMS, PEER NETWORKS, CUSTOMER ADVOCACY)**



Content Focus

- 1 **Narrative-based storytelling focused on <company's> solution approach enabling business outcomes.**
- 2 **Translate technical speak into business impact (productivity, cost savings, efficiency).**
- 3 **Customer success stories and testimonials.**



Tactics

CONSISTENT USE OF DIGITAL PLATFORMS:

- Regular, targeted posts on LinkedIn weekly: Polls, Short-form insights, Customer Success Stories
- Monthly Podcasts and YouTube videos, fireside chats focused on <company's> vision and demystifying technology with interactive Q&A

SPEAKING ENGAGEMENTS:

- Participate in high-profile industry events and other speaker opportunities targeting CIOs and CTOs (<company> events, Forbes CIO Summit, WSJ Tech Live)
- Be part of industry/analyst/customer webinars and podcasts



Success Metrics



Engagement Rates: LinkedIn post interactions, video views, podcast listens



Speaking Engagement Impact: Audience size, session feedback, follow-up inquiries



Pipeline Influence: Qualified leads generated from thought leadership activities



Next Steps

Timeline	Key Activities
Month 1-2	Establish content cadence (LinkedIn, video scripts, event planning)
Month 3-4	First wave of speaking engagements with business media coverage
Month 5-6	Audience engagement assessment, refine approach based on data