

BRADLEY SMITH

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SENIOR PRODUCT MARKETING MANAGER

SaaS & Technology Marketing • Product Launch Planning • Go-to-Market (GTM) Strategist

Performance-driven, goal-oriented professional with a proven track record of successfully engineering holistic, 360-degree marketing strategies to differentiate the organization's products from the competition and fuel business growth. Leads narrative-driven marketing campaigns that deliver significant business impact, driving 20% growth in market penetration and a remarkable 42% surge in preorders during recent product launches. Recognized for improving sales team performance by 28% via the implementation of on-point training programs. Committed to elevating the brand experience and optimizing campaign effectiveness through innovative marketing solutions.

Product Marketing • Demand Generation • Content Development • New Product Launch Planning
Data-Driven Decision-Making • Project & Program Leadership • Team Leadership & Development • Revenue Generation

CORE STRENGTHS

10+ years of marketing experience; routinely called upon to analyze and optimize campaign performance while capitalizing on high-potential growth opportunities.

- **Leads with drive, influence, and vision;** aligns teams toward tactical goals and strategic priorities using a mentorship-based approach.
- **Exceptional ability to keep a finger on the pulse of the industry;** effectively anticipates and responds to changes in market dynamics, industry trends, consumer demand, and technological innovations.

PROFESSIONAL EXPERIENCE

Advanced Micro Devices Inc. (AMD) | Remote

Fabless semiconductor company that designs and develops computer processors. Annual revenue: \$23B.

2022 – 2023

Senior Product Marketing Manager

Directed and trained a 10-member team to orchestrate product marketing, content creation, and campaign management efforts, collaborating with sales and marketing staff to ensure commercially successful new product launches, educate target audiences, and drive product adoption.

- Developed a marketing program and go-to-market (GTM) strategy, standardizing and unifying GTM practices for a portfolio of SaaS products.
 - Increased client engagement by 72% by strategically prioritizing high-potential industries (3D Modeling, CAD, AEC).
- Managed product launch campaigns for five new products, resulting in a 20% increase in market penetration and 42% surge in preorders.
- Built mentor-mentee relationships with five junior marketing professionals to upskill and elevate team performance.
 - Increased sales team performance and revenue by 28% by creating training content to uphold sales best practices.
- Streamlined time-to-market metrics by 20% by designing AI-driven marketing plans to capitalize on automation and efficiency improvement opportunities.
- Increased co-marketing opportunities by 40% by developing joint marketing programs with technology partners.

"Brad was instrumental for the Radeon PRO W7000 series launch. He was able to create a very clean, customer-centric message with stunning visuals and hard-hitting messaging for workstation segment customers, who have a very fragmented set of unique pain points. Any growth-oriented company would be lucky to have Brad on their marketing team."

Joseph M., Sr. Product Manager, AMD

Ansys Inc./Phoenix Integration | Remote

Leading developer of CAE/Multiphysics engineering simulation software. Acquired Phoenix Integration in 2021.

2020 – 2022

Product Marketing Manager (2021 to 2022)

Provided leadership and creative direction for a seven-member team to orchestrate product marketing and content creation efforts in partnership with creative agencies. Trained and upskilled team members to close knowledge gaps and elevate team performance. Spearheaded the entire rebranding and integration of a new product (ModelCenter) into Ansys' product portfolio.

- Conducted deep-dive assessments of customer pain points, developing solutions-oriented marketing content to address customer needs; effectively articulated product benefits, features, and value proposition to catalyze sales.
 - Drove a 26% increase in sales and a 24% increase in registrations for the ModelCenter Virtual Event series.
- Propelled 24% growth in registrations and 15% growth in qualified leads by marketing a virtual event series.
 - Attracted over 3K attendees and generated over 500 qualified leads.

Manager, Product Manager (2020 to 2021)

Defined product positioning, developed sales enablement solutions, and created marketing personas, working proactively with product managers to enhance the reach and impact of customer targeting efforts.

- Developed webinars, workshops, and LinkedIn campaigns to generate training revenue.
 - Increased registrations by up to 24% with ~54% attendance rates.
 - Increased qualified leads from webinars by 15%.
 - Achieved a 90% course completion rate, converting 25-35% of participants into paid customers.
- Increased ROI by 12% by creating targeted sales kits and presentations for the sales team.

Elysium Inc. | Southfield, MI

2016 – 2020

Elysium Inc. develops interoperability solutions for digital design and PLM markets. Annual revenue: \$14B.

Marketing Strategist (2018 to 2020)

Conceptualized and implemented high-impact marketing strategies, leading efforts to inform target audiences, elevate the customer experience, and accelerate sales of legacy products on a global scale.

- Increased leads by 48% and conversion rates by 30% through on-point multi-channel marketing campaigns.
- Secured a \$2MM contract by collaborating with the sales team to optimize marketing messaging.
- Increased YoY sales by 37% by creating industry-specific marketing materials (brochures, landing pages, webinars).
- Delivered 8% incremental revenue growth by developing and launching a nurturing-based marketing program.

Marketing Specialist (2016 to 2018)

Planned and implemented strategic marketing plans, optimized product messaging, and developed marketing collateral (brochures, flyers, website content, event materials) for the entire product portfolio.

- Created customer case studies to communicate product benefits and success stories; strategically divided into multiple social media posts to drive awareness and build brand credibility.
- Produced a video for an upcoming product to penetrate a new market; employed a solution-oriented approach to communicate product value and achieve customer buy-in.

EARLY CAREER:

Operations Manager, Magnum Tools (2014 to 2016)

Owner, Black Forge Tools (2009 to 2014)

Sales Manager, Van Mark Products (2006 to 2009)

EDUCATION

WALSH COLLEGE – TROY, MI

Bachelor of Business Administration, Management & Marketing

LAWRENCE TECHNOLOGICAL UNIVERSITY – SOUTHFIELD, MI

Bachelor of Science in Architecture

Technical Skills: Adobe Creative Cloud, Salesforce, Seismic, Marketing Automation Tools