GTM · PRODUCT MARKETING · DEMAND GEN · REVOPS

Nazia Ahmad

I turn what buyers say into positioning, pipeline and revenue.

I'm a B2B SaaS marketing leader with 15 years across product marketing, demand generation and revenue operations. I've worked hands-on in the US, the UAE and Singapore, and run go-to-market programs for North America, EMEA and APAC. My way of working is simple: talk to the buyers first, build the story from what they tell you, then build the engine that turns that story into qualified pipeline.

Live portfolio with every deck: nazia-ahmad.netlify.app



+85%	**+40–50%**	**3X**	**+28%**	**+25%**	**50+**
Enterprise pipeline growth	Net New ARR	Client revenue	MQL-to-SQL conversion	Sales velocity	B2B clients served

20+ research reports. Real buyers. Real decks.



Every cover is a report I helped research, write and take to market. Open any of them at nazia-ahmad.netlify.app

ABOUT ME

A marketer who started by selling

I started in business development, carrying a number and learning what makes a buyer say yes. That habit never left. Every positioning decision I make starts with a buyer conversation, not a brainstorm.

Over 15 years I've moved from campaigns to product launches to running the whole go-to-market engine: positioning, launch playbooks, demand generation, sales enablement and the HubSpot and Salesforce plumbing that tells leadership what's really in the pipeline.

Since 2020, as Director of Growth, Marketing and Revenue Operations at JBF Research, I led research-led GTM programs for more than 50 B2B technology companies, from AI start-ups to Dell, SUSE, HARMAN and Blue Yonder. I built and led a team of 175 across SDR, marketing, research and analytics.

WHY COMPANIES HIRE ME

I connect the parts most teams run separately: buyer research, positioning, campaigns, sales enablement and the CRM data that proves it worked. One person who can go from a customer interview to a pipeline review with the CEO.



CAREER · 15 YEARS

2020 – now	**Director of Growth, Marketing & Revenue Operations**	JBF Research (Lead to Market), Arizona, US Research-led GTM, demand gen and RevOps for 50+ B2B SaaS clients. Team of 175.
2020	**Sr. Manager, Business Strategy & Corporate Relations**	IITG Jobs, Bengaluru Sales operations, forecasting and strategy. Project turnaround cut by 65%.
2018 – 2019	**IT Consultant**	First Abu Dhabi Bank, Abu Dhabi, UAE Enterprise SaaS platforms, partner onboarding, 100% on-time delivery.
2017 – 2018	**Sr. Business Manager, US / UK / APAC / GCC**	Provab Technosoft, Bengaluru +30% Net New ARR, +65% pipeline, +22% MQL-to-SQL across four regions.
2015 – 2017	**Business Development Manager**	Nanobi Data & Analytics, Bengaluru Launched a plug-and-play ERP product from concept to market.
2014 – 2015	**Customer Engagement**	Infosys, Bengaluru Campaign execution across SEO, SEM and social for enterprise clients.
2011 – 2014	**Business Development Manager**	Technobizz Marketing Solutions, Nagpur Campaigns and lead generation. 'Grace Under Pressure' award.

MARKET EXPERIENCE

Hands-on in the US, UAE and Singapore. Programs across North America, EMEA and APAC.

NORTH AMERICA

United States

Director of Growth, Marketing & RevOps, JBF Research, Arizona (since 2020)

Ran demand and research programs aimed at US enterprise buyers: hospital imaging leaders, CFOs and CROs, supply chain heads, CIOs. US buyers want numbers early, so every campaign led with original data and a clear ROI story.

- Lead with proof and a quantified pain
- ABM and co-selling to reach buying committees
- Fast test-and-learn on hooks, offers and channels

Region clients: Fluence, RapidAI, Netstock, ReverseLogix, InfinitySPM, ICS, ioSoft, eVero, Electrosonic, Aqfer, DvSum, Zuper, Dell

EMEA & GCC

United Arab Emirates

IT Consultant, First Abu Dhabi Bank, Abu Dhabi (2018 to 2019), plus GCC go-to-market at Provab Technosoft

Worked inside one of the region's largest banks on enterprise SaaS platforms and partner onboarding, and ran GTM campaigns for the GCC. Here trust, relationships and compliance decide deals as much as features do.

- Relationship-led, partner-assisted selling
- Compliance and risk framed as value
- Messaging tuned for multicultural buying teams

Region clients: Sedex, essensys (London), SUSE, Syncron, Transifex, Otonomo, Zellis, Transporeon, Sage

APAC

Singapore

Hands-on APAC go-to-market and business development

Built and ran campaigns across APAC markets that differ sharply in language, buying process and maturity. What works in one country rarely copies to the next, so programs were localized market by market.

- Market-by-market localization
- Channel and partner ecosystems
- Patient, education-first nurture for newer categories

Region clients: Provab Technosoft APAC programs, FarEye, Contiinex, HARMAN

HOW I HELP A COMPANY GROW · RESEARCH-LED GO-TO-MARKET

STEP 1
Listen
Find the pain buyers will pay to fix

Executive interviews, win/loss and competitive research to define the ICP and the problem worth solving.

STEP 2
Position
Build a story sales can repeat

Positioning, messaging frameworks and proof points grounded in buyer data, not internal opinion.

STEP 3
Launch
Take it to market with a plan

Launch playbooks, campaign calendars and channel plans for each region and persona.

STEP 4
Generate
Fill the pipeline

ABM, paid, content and partner programs, with A/B testing on hooks, offers and landing pages.

STEP 5
Enable
Help sales close faster

Pitch narratives, case studies, battlecards, outbound sequences and SDR programs.

STEP 6
Measure
Run it like a revenue engine

HubSpot lifecycle stages, lead scoring, SLAs, attribution and pipeline forecasting reviewed with the CEO.

CLIENTS & EXPERTISE

50+ B2B technology companies

Supply chain, logistics & field service · 15

Blue Yonder · JDA · Syncron · Netstock · Sedex · Systech · ReverseLogix · TNX Logistics · Transporeon · FourKites · FarEye · Contiinex · Omnitracs · Zuper · Global Value Web

Healthcare & life sciences · 5

RapidAI · ICS (Integrated Computer Solutions) · Brault · Healthfirst · Evero

Infrastructure, data & security · 13

SUSE · Canonical · Dell EMC · Dell AMD · Arcserve · Azul · HARMAN Connected Services · CyGlass · Truce Software · Allegro Software · DvSum · Otonomo · ioSoft

Finance, revenue & business software · 10

Sage · Tipalti · Fluence Technologies · Zellis · InfinitySPM · Vanguard · Appian · Elixir Technologies · Access · Fulcrum Analytics

Marketing, content & data · 3

PeerSpot · Transifex · Aqfer

Workplace, AV & education · 4

Essensys · Electrosonic · Ecube Learning · School Publishing Group

Case studies for 21 of these follow on the next pages, starting with Fluence.

Strategy

Go-to-market strategy
ICP & segmentation
Market & competitive research
Positioning & messaging
Launch playbooks
Pricing & packaging input

Demand & content

Demand generation & ABM
Original research content
Storytelling & narrative
Paid, organic & partner programs
A/B testing & CRO
AI-assisted content

Revenue

Sales enablement
SDR programs
Pipeline forecasting
Attribution modeling
Quota & capacity planning
SaaS metrics: CAC, LTV, NRR, win rate

Tools

HubSpot
Salesforce
Zoho & Odoo
ZoomInfo, Lusha, Sales Navigator
Power BI
ChatGPT, Claude, Jasper, Zapier

RECOGNITION & CREDENTIALS

- 3X client revenue and 100% C-SAT within two months, JBF Research
- Gold Runner in Business Development, Provab Technosoft
- Team Player award after a successful product launch, Provab Technosoft
- Star Performer for data migration and integration, First Abu Dhabi Bank
- Grace Under Pressure award, Technobizz Marketing Solutions
- MBA, International Business, Annamalai University; BBA, Marketing, GH Raisoni College
- Foundation of Generative AI, upGrad (2026) · Growth Hack for LinkedIn, Growth School (2025) · Business Intelligence, Microsoft (2024) · Project Management, Google (2024)

FEATURED CASE STUDY · WITH RESULTS

How a start-up out-earned a rival with 40x its funding

FINANCIAL CONSOLIDATION SOFTWARE · NORTH AMERICA (CANADA + US)

Fluence Technologies OPEN DECK ↗

Toronto-based financial close, consolidation and reporting platform

`n = 50 finance leaders at mid-market companies (Sysco, King's Hawaiian, Hunt Petroleum, Maple Leaf Farms and more)`

THE PROBLEM

Fluence was a small start-up competing against Vena ($418M in funding), SAP and IBM. Over 12 months its 9 articles earned 14 engagements and zero linking sites, while Vena's content earned 15,242. Fluence was also pitching itself as 'a better Excel', a message no one had tested.

GTM STRATEGY

Rewrite the story around what buyers care about instead of product features, then use original research to earn attention Fluence could not buy.

- 100% agree a manual close should be automated
- 69% re-thought their close process after the move to distributed work
- 78% want agile tools over rigid legacy suites
- 68% say modern tools help keep finance staff

WHAT THE RESEARCH SHOWED

Our research showed replacing Excel was not why finance teams buy. 67% said Excel did not hinder decisions. What they cared about was automating the close, keeping finance staff, better data and agile tools for a distributed team.

ACTIONS & INITIATIVES

- Surveyed 50 finance leaders at mid-market companies
- Rebuilt the core message around automation, staff retention, data quality and agility
- Created the e-book 'The Stairway to Data-Driven Business' as the sales and content anchor
- Wrote a teaser email for SDRs and personally trained the sales reps to use the e-book in conversations
- Ran press releases, blogs, gated content and social posts, all pointing back to the report
- Pitched editors directly and offered the raw survey data

BEFORE · CONTENT PERFORMANCE, MAY 2020 – MAY 2021

VENDOR	ARTICLES	ENGAGEMENTS	LINKING SITES
Fluence	9	14	0
Vena	103	15,242	12
SAP	81	312	1
IBM	238	4,658	65

AFTER · RESULTS

2

independent articles earned for free, in Enterprise Times and diginomica

0

independent articles for Vena, despite 40x more funding

> **"Combined with the sales training and making yourself available, you guys have really delivered the full package... and then some."**
>
> Michael Corcoran, Director of Marketing, Fluence Technologies

Fluence's team later credited Jay Jablonski, Nazia Ahmad and Michele Linn by name on LinkedIn for 'the story value of original research'.

HEALTHCARE AI · NORTH AMERICA

RapidAI

AI platform for stroke and vascular imaging

67% of hospitals carry a CTA backlog of 7+ days



OPEN DECK ↗

n = 50 US hospitals and imaging centers

THE PROBLEM

RapidAI was launching Lumina 3D, which automates 3D CTA reconstruction. Most hospitals outsource this work to external labs and see that as good enough. The launch needed proof that the status quo was costing time, money and patient outcomes.

GTM STRATEGY

Prove the cost of the status quo with the buyer's own data, then position Lumina 3D on three things imaging leaders care about: speed, quality and cost.

ACTIONS & INITIATIVES

- Interviewed 50 US hospitals including Johns Hopkins, Emory, UPMC and Scripps
- Turned findings into five pain chapters: backlogs, delays, image quality, no TAT tracking, unclear billing
- Wrote product positioning and a before/after customer proof slide
- Closed with a single demo CTA for a North America campaign

WHAT BUYERS TOLD US

- 70% say outsourced turnaround takes too long
- 76% do not track turnaround time on urgent cases
- 48% say outsourced images are below in-house quality
- 40%+ unsure if they are billed twice per study

> **"Stop losing critical time to manual reconstructions."**

HOW IT HELPED · Gave sales a data-backed story for radiology and imaging leaders, anchored on customer proof: 6 minutes saved per patient, 85 extra CT tech hours a month and about $69K a month in potential imaging revenue.

INVENTORY OPTIMIZATION · NORTH AMERICA

Netstock

Inventory planning software for small and mid-sized businesses

88% were not using purpose-built inventory software



OPEN DECK ↗

n = 50 US supply chain executives

THE PROBLEM

Mid-market wholesalers, retailers and manufacturers felt the supply chain pain but kept patching it with spreadsheets. Netstock needed to create urgency with buyers who believed 'good enough' was fine.

GTM STRATEGY

Category education: show the hidden cost of not having a purpose-built system, then make Netstock the obvious mid-market choice.

ACTIONS & INITIATIVES

- Interviewed 50 US supply chain leaders at companies with $100M+ in sales
- Mapped 21 different KPIs respondents used to show why insight stayed out of reach
- Showed the value of inventory visibility to sales, marketing, legal, finance and operations for multi-threaded deals
- Rewrote the master sales deck so reps and the research told one story

WHAT BUYERS TOLD US

- 92% now hold more inventory because of disruptions
- 80% saw warehousing costs rise sharply
- 82% can't show ROI on their current system but keep spending
- Only 22% use commercial inventory software

> **"78% are facing serious supply chain pain because they don't have the right solution. Don't make the same mistake."**

HOW IT HELPED · One narrative from first touch to the sales deck, plus a department-by-department value map reps used to bring finance and operations into the deal.

ETHICAL SUPPLY CHAIN DATA · EMEA + NORTH AMERICA

Sedex

Data platform for responsible sourcing, used by 75,000 businesses in 180 countries

13% have a fully mapped supply chain



OPEN DECK ↗

`n = 50 European and North American supply chain executives`

THE PROBLEM

Every executive agreed sustainability matters, but no two agreed on what it means or how to measure it. Sedex needed a way into buying teams beyond compliance, in two very different markets.

GTM STRATEGY

Position Sedex as the neutral, trusted data backbone at a time when advice from vendors and consultants felt biased, and show value to every function.

ACTIONS & INITIATIVES

- Interviewed 50 executives at $500M to $10B manufacturers and retailers in Europe and North America
- Blended primary data with Deloitte, McKinsey and HBR research for credibility
- Built a benefits map across legal, operations, marketing, HR, sales and finance
- Followed up with a second deck in 2025 to keep the conversation going

WHAT BUYERS TOLD US

- 86% say customers judge brands on social criteria
- 20% have no formal definition of sustainability
- No respondent named greenhouse gas emissions as their top KPI
- 55% of US consumers would drop brands caught greenwashing

> **“A poor effort can be worse than no effort.”**

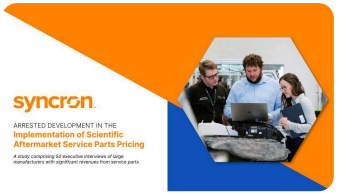
HOW IT HELPED · A two-region thought leadership asset that opened conversations with procurement, supply chain and brand leaders, not only compliance teams.

AFTERMARKET SERVICE SOFTWARE · GLOBAL

Syncron

Service parts planning and pricing for manufacturers

86% see no measurable ROI from current inventory tools



OPEN DECK ↗

`n = 100 executives across two studies`

THE PROBLEM

Aftermarket service is harder than the main supply chain: 15 to 20 times more SKUs, unpredictable demand, 1 to 4 inventory turns a year. Manufacturers neglected it and didn’t trust automated systems.

GTM STRATEGY

A two-track 'lead to market' campaign, one for inventory and one for pricing, both built on why aftermarket is different and why spreadsheets can’t keep up.

ACTIONS & INITIATIVES

- Ran two 50-interview studies with leaders at Bobcat, Polaris, Graco, Briggs & Stratton and Thyssenkrupp
- Created a side-by-side table of manufacturing vs aftermarket supply chains as the core teaching slide
- Built the full campaign kit: website copy, paid ads, mid-funnel flyers and two research decks
- Ended with guided next steps: case study review, roadmap, demo, Q&A

WHAT BUYERS TOLD US

- 100% grew aftermarket inventory after supply chain disruptions
- 70% still use spreadsheets or homegrown systems
- 92% started automating pricing, yet 48% still price on gut feel
- 82% say AI and ML matter for parts pricing

> **“Take stock of the opportunities for improvement tailored to your business.”**

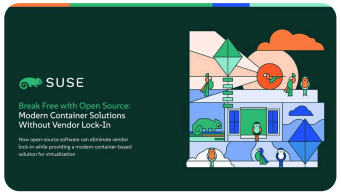
HOW IT HELPED · A complete campaign system for two product lines, so every channel pointed to the same research and the same next step.

OPEN-SOURCE INFRASTRUCTURE · GLOBAL ENTERPRISE

SUSE

Enterprise Linux, Kubernetes (Rancher Prime) and virtualization

6% plan to use open-source virtualization today



OPEN DECK ↗

`n = 50 companies with $1B+ in sales`

THE PROBLEM

Shifts in the virtualization market left enterprises rethinking their stack, but most were still deeply tied to proprietary tools. SUSE needed to win a place on the shortlist.

GTM STRATEGY

Competitive displacement: name the lock-in problem, show one platform for both VMs and containers, and let buyers qualify themselves.

ACTIONS & INITIATIVES

- Surveyed 50 large organizations including Chubb, State Street, Four Seasons and Nav Canada
- Framed the market moment with sizing ($162B by 2030) and Kubernetes adoption (84%)
- Positioned Rancher Prime and SUSE Virtualization around four buyer wins: speed, ROI, no lock-in, security
- Added a modernization readiness survey as an interactive lead-qualification tool

WHAT BUYERS TOLD US

- 60%+ have started moving to cloud-native containers
- 32% have not started a container strategy
- Three pitfalls: vendor lock-in, technical debt, obsolete infrastructure

> **“Break free with open source.”**

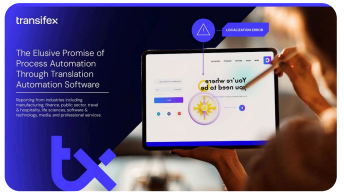
HOW IT HELPED · A displacement story for CIO and infrastructure buyers, backed by proof such as 35% lower IT cost and 61% less unplanned downtime, with a survey that routed hot leads to sales.

LOCALIZATION PLATFORM · GLOBAL

Transifex

Localization hub for translation teams, developers and designers

54% still run localization on spreadsheets



OPEN DECK ↗

`Buyers across manufacturing, finance, public sector, life sciences, travel and software`

THE PROBLEM

The AI wave made buyers think machine translation alone would cut costs. Transifex had to reframe the conversation from cheap translation to a better process.

GTM STRATEGY

Reframe the category from translation tool to localization hub, and make it memorable with real mistranslation stories.

ACTIONS & INITIATIVES

- Built the story around AI’s unmet promise: costs flat or rising despite automation
- Used stories buyers repeat, like 'peanut butter' becoming 'peanut mud', to make the risk feel real
- Added pro tips for developers so the asset was useful, not only a pitch
- Closed with a 7-question AI-readiness quiz and customer proof

WHAT BUYERS TOLD US

- 78% say per-unit costs rose or stayed flat
- 96% want to freeze or cut budgets using AI
- 58% of users abandon apps with poor localization

> **“The one localization hub for your entire translation process.”**

HOW IT HELPED · A cross-industry asset with built-in qualification, backed by customer results like 7x faster content rollout, 70% shorter turnaround and 30% higher lead conversion.

FIELD SERVICE MANAGEMENT · NORTH AMERICA

Zuper

Field service software for service and trades businesses

40% of field service workers will retire within 10 years



OPEN DECK ↗

Secondary research from Axios, Forbes, BLS, McKinsey and others

THE PROBLEM

Field service owners saw each change as small and kept running on old tools. Zuper needed to show that many small changes at once add up to a real threat.

GTM STRATEGY

An urgency narrative: labor shortages, wage inflation, customer expectations and industry consolidation mean firms must modernize or be left behind.

ACTIONS & INITIATIVES

- Opened with Deming: 'It is not necessary to change. Survival is not mandatory.'
- Built chapters on people costs, technology pressure, customer service and consolidation
- Created an 8-question self-evaluation as the lead magnet
- Tied the CTA to booking a call to review the results

WHAT BUYERS TOLD US

- 500,000+ skilled trade worker shortfall in 2024
- 88% of US customers expect a self-service portal
- Construction margins fell 27% in 2023

> **"Don't let your business get frozen out."**

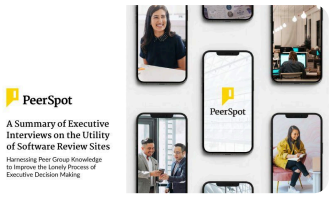
HOW IT HELPED · A story that moved the conversation from features to business survival, with a self-assessment that gave sales a warm reason to call.

B2B SOFTWARE REVIEWS · GLOBAL

PeerSpot

Peer review and buyer-intent platform for enterprise software

96% say review sites are critical to finding customers



OPEN DECK ↗

Senior marketing executives at 8x8, Airtable, Gainsight, Tipalti, Xactly and more

THE PROBLEM

Software marketers had too many review sites to choose from and treated them as lead lists. PeerSpot needed to stand out as more valuable than that.

GTM STRATEGY

Position PeerSpot as a source of buyer intent and voice-of-customer content, not another lead-gen vendor.

ACTIONS & INITIATIVES

- Interviewed senior marketing leaders at well-known SaaS companies
- Showed the gap: marketers know reviews work but can't produce customer content
- Explained which intent data matters most to sales
- Ended with 'pick a path' next steps by need: case study, VOC, intent data, ABM audiences

WHAT BUYERS TOLD US

- 92% say buyers rely on review sites to decide faster
- 72% use review sites for competitive intelligence
- 64% say customers are hard to source for content or no one can build it
- Only 32% fully use VOC content

> **"Know when a new customer is researching you, comparing you or looking at competitors."**

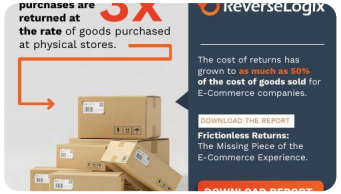
HOW IT HELPED · A persona-led story with four tailored next steps, so each prospect self-selected the conversation that mattered to them.

RETURNS MANAGEMENT · NORTH AMERICA

ReverseLogix

Returns management software for retailers and e-commerce

6% have a modern system for processing returns



OPEN DECK ↗

`n = 50 large retailers including Home Depot, Ace Hardware, Crate & Barrel`

THE PROBLEM

E-commerce returns run about 3x higher than in-store, and their cost was climbing. Executives knew it hurt but had not prioritized fixing it.

GTM STRATEGY

Gated research plus a paid ad series: each ad leads with a different shocking stat, all pointing to one report download.

ACTIONS & INITIATIVES

- Interviewed 50 large retailers on returns cost and process
- Wrote 9 ad variants, one hook each, built for A/B testing
- Used a provocative angle: 'Has e-commerce become consumer charity?'
- Kept one consistent CTA across every creative

WHAT BUYERS TOLD US

- Returns cost up to 50% of cost of goods sold
- 70% of e-commerce executives are unhappy with their returns process
- 74% say automation would save money and lift satisfaction
- A good returns experience can swing NPS by 57 points

> **"Throw your e-commerce operation a lifeline by reducing the cost of returns."**

HOW IT HELPED · A ready-to-test paid program where the winning hook could be found quickly and scaled, feeding a single gated asset.

SALES PERFORMANCE MANAGEMENT · NORTH AMERICA

InfinitySPM

Sales planning, incentive and quota management

84% say sales analytics fail to match sales results



OPEN DECK ↗

`n = 100 finance and sales leaders at $1B to $80B companies`

THE PROBLEM

Sales planning sits across CRM, ERP and HR systems, so finance and sales work from different numbers. InfinitySPM had to sell to both the CFO and the CRO.

GTM STRATEGY

A dual-persona story: unify planning, incentives and forecasting so finance and sales finally plan from one place.

ACTIONS & INITIATIVES

- Interviewed 100 leaders at companies like DocuSign, T-Mobile, Cisco, Boeing and Workday
- Hook: 'Does your sales workflow resemble a Jackson Pollock painting?'
- Backed the promise with McKinsey and Alexander Group results (5 to 10% revenue growth)
- Marked original-research slides with a badge so readers knew the data was new

WHAT BUYERS TOLD US

- 45% of finance and sales teams forecast with different tools
- 64% stitch data from multiple sources to plan revenue
- 84% rate accurate commissions as vital to hitting plan
- 83% use scenario modeling

> **"Superior sales planning and performance."**

HOW IT HELPED · One narrative that worked for both finance and sales leaders, with original data competitors could not copy.

MEDTECH SOFTWARE & UX · NORTH AMERICA + EU

ICS

Software and UX development for medical device makers

98% struggle to meet FDA software standards



OPEN DECK ↗

`n = 50 medical device manufacturers`

THE PROBLEM

Device makers face FDA rules in the US and the new MDR in the EU, plus cybersecurity and connectivity demands. ICS needed to show it understood regulated product development.

GTM STRATEGY

Position ICS as the regulation-ready partner: ISO 13485 processes, 510(k) preparation and a proven Discover, Design, Develop, Deliver process.

ACTIONS & INITIATIVES

- Surveyed 50 makers including Hologic, Intuitive Surgical, Edwards Lifesciences and Alcon
- Linked UX to risk: half of design-related recalls trace to the user interface
- Covered US and EU regulation in one story
- Offered low-risk next steps: software and regulatory assessments, workshops, Q&A

WHAT BUYERS TOLD US

- 84% are very concerned about EU MDR compliance
- 76% want more software test automation
- 90% say hospitals struggle with large software updates
- 50% want to move their platform to Linux

> **"We reduce costs, compress timelines and prepare you for 510(k) submission."**

HOW IT HELPED · A credibility asset for regulated buyers in two regions, with assessment-led CTAs suited to long medtech sales cycles.

HEALTHCARE CLAIMS ADMINISTRATION · NORTH AMERICA

ioSoft Systems

Payment technology and software for healthcare claims administrators

80% say automation is their main margin lever



OPEN DECK ↗

`n = 50 US plan administrators (TPAs)`

THE PROBLEM

Third-party administrators were squeezed by rising claims, new regulation and costly legacy software, with no clear best practice.

GTM STRATEGY

Show why there are no best practices (because there are few good options), then offer an integrated cloud platform at SaaS prices.

ACTIONS & INITIATIVES

- Interviewed 50 benefit administrators across the US
- Compared managed services, in-house builds and third-party apps side by side
- Quoted industry analysts on the growth of integrated, cloud claims systems
- Closed with case study review, roadmap, demo and Q&A options

WHAT BUYERS TOLD US

- 30% of claims are denied and 90% of those resubmitted
- 89% are absorbed by the No Surprises Act
- 78% say their TPA software maintenance fees are too high
- 78% of adjudication systems are due for an upgrade

> **"Adoption of technology lags the growth in task complexity."**

HOW IT HELPED · A clear 'why change, why now' story for a conservative, regulation-heavy buyer.

CYBERSECURITY & DIGITAL TRANSFORMATION · GLOBAL ENTERPRISE

HARMAN

HARMAN Digital Transformation Solutions, a Samsung company

2024 Gartner priorities all depend on secure AI



OPEN DECK ↗

Gartner, Harvard Belfer Center, Forbes and Tech Monitor research, plus JBF primary data

THE PROBLEM

Enterprises were racing to adopt AI without thinking about how attackers use AI too. HARMAN needed a timely, credible way into security conversations.

GTM STRATEGY

Thought leadership that links the board's AI goals to the new AI threat, then positions HARMAN's AI/ML security as the way to protect that investment.

ACTIONS & INITIATIVES

- Mapped Gartner's 2024 enterprise priorities to the AI systems behind them
- Explained four AI attack methods in plain language
- Spotlighted deep-learning behavior profiling with a whitepaper download
- Produced copy decks, a design system and a content series

WHAT BUYERS TOLD US

- AI hacking tools can poison training data and implant backdoors
- GANs create fake data that bypasses AI detection
- Language models write convincing phishing at scale

> **"To realize value, the enterprise must protect its investment."**

HOW IT HELPED · A content series that put HARMAN in the AI security conversation, with a whitepaper and meeting offer for each stage of interest.

LAB DATA CONSULTING · NORTH AMERICA + EU

Global Value Web

Vendor-neutral lab data management consulting for life sciences

9,000+ jobs cut by Big Four firms in 2023



OPEN DECK ↗

Secondary research: consulting layoffs, LIMS implementation studies

THE PROBLEM

Labs were stuck between growing data problems, big consultancies billing by the hour, and LIMS software vendors who didn't understand lab workflows. GVW, a smaller firm, had to compete with household names.

GTM STRATEGY

Challenger positioning: 'plan with the people that have done the work'. A vendor-agnostic, fixed-scope alternative to both big consultancies and software vendors.

ACTIONS & INITIATIVES

- Used Big Four and McKinsey layoff news as a timely hook
- Listed the eight lab data hazards buyers recognize
- Called out two weak sources of help: billable-hour consultancies and LIMS vendors
- Built a 10-point lab data test with a promised review within 48 hours as the lead magnet

WHAT BUYERS TOLD US

- Billable hours encourage scope creep and 'budget busters'
- Labs adapt to software tools instead of the other way round
- Rushed LIMS rollouts often lead to setbacks
- Proof: clients include Janssen, Sanofi, Syngene and Engie

> **"Plan with the people that have done the work."**

HOW IT HELPED · A sharp challenger story that let a smaller firm compete against household-name consultancies, with a self-test that gave sales a reason to follow up within 48 hours.

HEALTHCARE & HUMAN SERVICES SOFTWARE · NORTH AMERICA (NEW YORK STATE)

eVero

Platform for agencies serving people with intellectual and developmental disabilities (I/DD)





OPEN DECK ↗

64% are not investing in self-directed service options

`n = 50 large I/DD service providers in New York State`

THE PROBLEM

Demand for self-directed care was growing fast, but most agencies ran on paper and manual processes and did not see the shift coming. eVero needed to wake up a mission-driven, budget-tight market.

GTM STRATEGY

A mission-first story: self-direction gives people more control and better lives, and technology is what makes it work at scale. Speak to outcomes first, software second.

ACTIONS & INITIATIVES

- Surveyed 50 New York providers including AHRC NYC, ArchCare, Catholic Charities and Devereux
- Opened with National Council on Disability and AARP data on cost savings and 16.56% annual growth
- Tied technology to the staffing crisis: 1 in 4 support roles vacant in New York
- Mapped exactly what agencies want to automate: compliance, Medicaid eligibility, budget changes

WHAT BUYERS TOLD US

- Only 20% call themselves technology leaders
- Cost (38%) is the top barrier to adopting technology
- 32% want an easier interface, 30% want pre-filled fields
- Self-direction cuts the cost of serving people by 8%

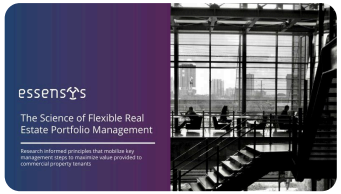
> **“Technology turns data into information, and information into action.”**

HOW IT HELPED · A respectful, outcome-led story for a sensitive audience that framed eVero as the way to grow services without adding staff.

FLEXIBLE WORKSPACE TECHNOLOGY · EMEA (UK) + NORTH AMERICA

essensys

Software and infrastructure for landlords running flexible office space (London HQ)



OPEN DECK ↗

13% of tenants think landlords can meet their flexible needs

`Two-sided research with enterprise tenants and commercial landlords`

THE PROBLEM

After the pandemic, tenants saw office space as a strategic asset, not a fixed cost. Landlords were still selling long leases and empty shells, and didn’t see the gap.

GTM STRATEGY

Two-sided research: show landlords what tenants really want, side by side with what landlords believe, and position essensys as the technology that closes the gap.

ACTIONS & INITIATIVES

- Asked tenants and landlords matching questions to expose the perception gap
- Turned findings into ‘policy building blocks’ for tenant retention
- Told the story of the office from 1600s coffee houses to today: ‘The office was an activity long before it was a place’
- Closed with a ‘pick your path’ set of next steps

WHAT BUYERS TOLD US

- 60% of tenants plan to use flexible real estate
- 81% want plug-and-play technology services
- 73% of occupants want space-use analytics, but only 30% of landlords rate it highly
- Landlords miss the data security standards of 70% of occupiers

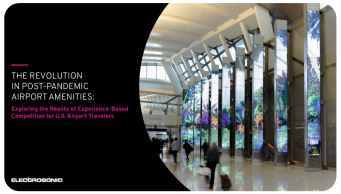
> **“The office was an activity long before it was a place.”**

HOW IT HELPED · Gave essensys a data-backed way to tell landlords, in a UK-led market, that technology now decides whether tenants stay.

EXPERIENTIAL AV & TECHNOLOGY INTEGRATION · NORTH AMERICA

Electrosonic

Audio-visual and immersive experience integrator with 60+ years of global projects



OPEN DECK ↗

94% of airports are planning or adding self-service options

`n = 50 major airports, including ATL, DFW, DEN, LAX, SFO and MCO`

THE PROBLEM

Airports had public money to spend after the pandemic but thought of amenities as small, quick wins. Electrosonic sells large immersive installations with long planning cycles.

GTM STRATEGY

Raise the ambition: contrast 2022's 'cute and quick' amenities with immersive, tech-led experiences, and prove Electrosonic has already built them.

ACTIONS & INITIATIVES

- Interviewed development leaders at 50 major US airports
- Opened with 'cute and quick' 2022 amenities to set up the contrast
- Showed Electrosonic's own work at Orlando Terminal C and LAX Tom Bradley as proof
- Ended with an invitation to a design charrette instead of a sales call

WHAT BUYERS TOLD US

- 86% expect significant public funding
- 68% see experiential technology as key to guest satisfaction
- 84% are considering interactive signage
- 82% are considering interactive brand partnerships in retail areas

> **"Create memorable experiences that last."**

HOW IT HELPED · A story built around the buying window of public funding, aimed at airport development leaders, with a charrette as a low-pressure, high-value next step.

CONNECTED VEHICLE DATA · NORTH AMERICA + EU

Otonomo

Platform for accessing and using connected vehicle data



OPEN DECK ↗

74% of fleet managers expect a harder year ahead

`n = 100 live interviews with fleet management experts`

THE PROBLEM

Fleets were growing, electrifying and under cost pressure, but many didn't use the vehicle data they already had. Otonomo needed to speak to two buyers who care about different things.

GTM STRATEGY

Role-based messaging: total cost of ownership for business managers, asset use for fleet managers, both tied to richer vehicle data and electrification.

ACTIONS & INITIATIVES

- Ran 100 live interviews with fleet and operations leaders
- Split findings by role so each persona saw their own priorities
- Explained five types of vehicle data in plain terms
- Ended with 'pick a path': demo, sustainable fleet e-book, email or expert meeting

WHAT BUYERS TOLD US

- 62% expect their fleets to grow in 2022–2023
- 48% already use data analytics; most others plan to within a year
- Customer demand is the top reason to electrify
- Fleet managers struggle to retire useful older vehicles

> **"Your partner for improving fleet management."**

HOW IT HELPED · One study that gave sales two persona-specific stories and four next steps matched to each buyer's stage.

MARKETING DATA PLATFORM · NORTH AMERICA

Aqfer

Marketing data platform for agencies and brands

90% say brands will be seriously hit when Chrome drops cookies



OPEN DECK ↗

Phone interviews with TransUnion, Experian, Rakuten Advertising, New Relic and others

THE PROBLEM

Third-party cookies were going away and every vendor was suddenly 'AI-powered'. Agencies needed a credible way to replace cookie data, and Aqfer needed to stand out from the AI noise.

GTM STRATEGY

Timely urgency plus credibility: the clock is running out on cookies, AI needs huge amounts of clean first-party data, and Aqfer is the data foundation that makes it work.

ACTIONS & INITIATIVES

- Built the hook around Chrome's third-party cookie deadline
- Quoted the FTC warning against 'AI-washing' to position on facts, not hype
- Linked data problems directly to pipeline problems marketers feel
- Positioned the Aqfer platform as 'your secret weapon to achieve data supremacy'

WHAT BUYERS TOLD US

- 51% say third-party cookies make up most of their data
- 74% want a single source of truth for marketing
- 70%+ find organizing data for analytics and outreach hard
- 38% say lack of data is their top pipeline challenge

> **"Companies are drowning in data but starving for knowledge."**

HOW IT HELPED · A fact-based story that cut through the AI hype and gave agencies and brands an urgent reason to act before the cookie deadline.

DATA QUALITY & ANALYTICS · NORTH AMERICA

DvSum

AI-powered data catalog and data quality platform

70% of analysts' time goes to finding data, not using it



OPEN DECK ↗

Phone interviews at $1B+ companies: Hilton, Bayer, American Eagle, Duke, Vertex

THE PROBLEM

Analytics leaders were losing the trust of business leaders because insights came too slowly. DvSum needed a short, sharp way into outbound conversations.

GTM STRATEGY

A one-stat hook for outbound: lead with the 70/30 time split and offer the full report in exchange for a one-word reply.

ACTIONS & INITIATIVES

- Researched analytics leaders across retail, CPG, banking, healthcare and transport
- Summarised four research themes on one page
- Listed well-known contributors for instant credibility
- Used a 'reply REPORT' call to action to start a conversation, not a form fill

WHAT BUYERS TOLD US

- Topics: analytics priorities, trust with business leaders, insight-to-action speed
- Contributors included Hilton, Bayer, Moen and RingCentral

> **"Learn how analytics leaders deliver timely, accurate insights."**

HOW IT HELPED · A low-friction outbound asset where a single-word reply turned cold prospects into conversations.

BEFORE THE RESEARCH YEARS

I've also built products, not just their stories.

Travelomatix

TRAVEL TECH · B2B + B2C

Product roadmap, branding, launch and global marketing

Provab Technosoft · 2017 – 2018

A travel booking platform for travel agencies and tour operators: B2C and B2B booking engines plus a back office, covering flights, hotels, transfers, car rental and holiday packages.

- Shaped the product roadmap with the development team, from feature priorities to release plans
- Built the brand: name story, positioning, messaging and launch visuals
- Ran promotion and demand generation across the US, UK, APAC and GCC
- Set up HubSpot full-funnel tracking and the lead handoff to sales in four regions
- Led the business team that sold it and owned revenue targets

+30% Net New ARR

+65% enterprise pipeline

+22% MQL-to-SQL

+12% adoption and retention

Gold Runner and Team Player awards for generating the most business after the launch.

Plug-and-play ERP

ENTERPRISE SOFTWARE · NEW CATEGORY

End-to-end marketing, business team lead, revenue

Nanobi Data & Analytics · 2015 – 2017

A plug-and-play ERP product from Nanobi, a Bengaluru data and analytics company. It took the product from concept to market entry and on to its first revenue.

- Owned marketing end to end: positioning, messaging, launch plan, content and campaigns
- Turned technical capabilities into a value story buyers understood
- Built early demand generation before and during launch
- Led the business team and worked with development, testing and research on launch timing
- Brought in revenue directly and refined positioning from what customers said

0 → 1 from concept to market entry

Direct revenue contribution

This is where I learned to market a product while it is still being built.

WAYS TO WORK TOGETHER

Let's talk about your next quarter's pipeline.

Open to full-time leadership roles and fractional GTM engagements. Available immediately. Bring me in to lead marketing and go-to-market, or to fix one part of the engine. Every engagement ends with something your team keeps running.

30 days
GTM Sprint
ICP and segments, positioning and messaging, competitive research and a 90-day demand plan your team can run.

4 – 6 weeks
Launch Playbook
Product positioning, launch messaging, sales enablement assets and a launch calendar.

6 – 10 weeks
Research-led Content Program
50 buyer interviews turned into a flagship report, ad series and sales deck.

3 – 6 months
Demand Generation Engine
ABM, paid, organic and partner campaigns with A/B testing and pipeline reporting.

4 – 8 weeks
HubSpot RevOps Setup
Lifecycle stages, scoring and routing, SLAs, attribution and forecasting dashboards.

6 – 8 weeks
Sales Enablement & SDR Program
Case studies, pitch narratives, outbound sequences, incentives and weekly pipeline reviews.

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