

Mark Zanzig

Senior Product Marketer

Quick Facts

Born

17th October, 1965

Birthplace

Kiel, Germany

Nationality

German

Married, 1 Daughter

Languages

- German (native)
- English (fluent)

Available For

- Product marketing challenges in the B2B software space
- Setting up product marketing function and team
- Establishing analyst relations
- Trainings covering product marketing
- Freelance or fixed contract, interim management

Get in touch



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Summary

Passionate product marketer with 10+ years job experience in the B2B software space, open for new challenges, ideally doing the heavy lifting for introducing the product marketing function or supporting the organization as interim product marketing manager.

To me, product marketing is the key for enabling sustainable growth by closing the gap between sales, marketing and product teams and reducing confusion, inconsistency and inefficiency.

Marketing Experience

- Marketing: 20+ years
- Product Marketing: 13+ years, including 3+ years as a director

Industry Experience

- B2B SaaS software solutions
- Network infrastructure for communication service providers
- Online services & applications

Functional Focus

- **Definition and execution of the global B2B product marketing strategy** for a SaaS software platform, including related products and services, and positioning in the marketplace.
- **Plan and develop content describing, promoting, and driving adoption of multiple new and existing products**, features, capabilities, solutions, and services. Deliverables include brochures, presentation decks, case studies, videos, launch material, sales playbooks, and other sales enablement material.
- **Create content to demonstrate thought leadership in the marketplace** and generate awareness, support demand generation campaigns and enable sales teams to successfully engage clients and prospects.
- **Manage, brief and supervise creative agencies** and freelancers that create product-related collateral.
- **Engage with key industry analysts** to position the product as a leader, including responding to RFIs and research inquiries.
- **Publish material on the Intranet** in a 'Global Sales Kit'.
- **Key contact for questions by sales and marketing teams** concerning the product portfolio, value proposition, positioning in the market, and upcoming releases.
- **Qualitative and quantitative competitive analysis.**
- **Develop strategies to beat competitors** in sales pitches, monitor their moves in the marketplace and make findings available to sales and marketing teams.
- **Contribute to definition of company vision and mission.**
- **Contribute to brand relaunch initiatives** with product-related content.