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@shardulgo

SUMMARY STATEMENT

Experienced product marketer with 5+ years experience with a software and hardware background. Forward-thinking marketer with an engineering mindset & background. Comfortable presenting to any audience breaking down complex topics/problems into simple concepts.

WORK EXPERIENCE

Technical Product Marketing Manager   **Salesforce**   **June 2018 - Present**

- Built enablement program for teaching best sales practices to 100+ solution engineers, taught 10+ courses
- Built 30+ product demonstrations across Salesforce industries portfolio resulting in over $5M+ in closed deals
- Created storyboards, messaging, demo strategy and collateral for enabling hundreds of solution engineers
- Worked directly with CEO and executive teams on strategic demos and execution including Dreamforce
- Led 5 hardware projects with microcontrollers, Bluetooth & LEDs for interactive demo experiences
- Worked across business units aligning PMs, product engineers, sales engineers on large accounts
- Broad demo expertise on all Salesforce products including Sales, Service, Marketing, Industries, and Einstein
- Wrote 10+ technical setup guides for multiple product demonstrations. Scaled usage globally to 3+ countries.
- Project managed multiple agencies for Dreamforce customer facing project viewed by over 1000+ attendees

Technical Marketing Engineer   **Intel Corporation**   **June 2014 – June 2018**

- Created Intel Edison Spiderbot demo shown worldwide and served multiple roles including marketing engineer, developer, program manager and mentor at multiple Makerfaires. Webisode
- Technical AI marketing lead for Intel team of 10 at ComplexCon 2017. Worked with Pikazo, an AI art company to deliver interactive experience to attendees. Work featured on Complex News site.
- Overall lead on first Netflix collaboration with Emmy nominated ProjectMC2 show. Saved Intel $300K+ in product placement costs by negotiating content delivery campaign & providing additional web content.
- Program manager for 2 large-scale IoT programs that received two Intel records for concept to market launch.
- Lead developer and demo architect for AI & machine learning demos in the Intel Data Center Group
- Wrote object detection demo webcam stream in Caffe using object detection model for live inference
- Rapidly prototyped content visualization tool called Maglens in Javascript, jQuery, HTML5, CSS

PERSONAL PROJECTS/VOLUNTEERING

- Host of Three Good Things podcast talking about good stories around the world. 20+ guests & 75+ episodes.
- Avid writer on Medium with 20+ articles on personal development, AI, and more
- Team lead of 4 people for email campaign for Tech For Campaigns, a non-profit for using tech for political campaigns.

SKILLS

- Marketing & Competitive Analysis
- Product Management
- Public Speaking
- Project Management
- React/HTML/Javascript/CSS

- Tableau
- Salesforce Platform
- Creator Tools (FCPX, Audacity, Splice)
- Competitive Messaging and Writing

EDUCATION

- B.S.E. in Electrical Engineering, Arizona State University Graduated May 2015.
- Trailhead Ranger status (Salesforce learning platform)
- Completed Marketing Analytics & Marketing Management @ UC Berkeley courses, 2019.