

Product Marketing Leader | Positioning & Messaging | Competitive Intelligence | Global GTM

Product Marketing leader with 15+ years in B2B SaaS, blending an engineering background with marketing expertise to deliver impactful go-to-market strategies. Skilled in product positioning, competitive intelligence, sales enablement, and analyst relations, with a proven track record of building alliances with Cisco, Salesforce, and other global leaders. Recognized for turning complex technical features into compelling business value that drives adoption and revenue. Experienced in leading distributed, multicultural teams across the U.S., Europe, and Asia, fostering collaboration and achieving global impact. Adept at leveraging AI in product marketing to enhance positioning, improve competitive intelligence, and streamline content development.

Main Achievements

- **Global Go-To-Market:** Designed and executed GTM motions, contributing to 30% of ARR growth.
- **Positioning & Messaging:** Built a framework that strengthened differentiation and improved sales engagement.
- **Competitive Intelligence:** Created competitive analysis and playbooks, sharpening positioning against top industry players.
- **Sales Enablement:** Designed training programs, objection-handling guides, and battle cards, improving pipeline velocity.
- **Analyst Relations:** Secured mentions in 20+ reports (Gartner, Forrester, IDC); positioned company as Gartner Cool Vendor.
- **Technology Alliances:** Negotiated and expanded alliances with Cisco, Salesforce, and others, expanding market reach.

Areas of Expertise

- Product Positioning & Messaging
- Competitive Intelligence & Market Analysis
- Go-To-Market Strategy & Execution
- Sales Enablement
- Content Development
- Thought Leadership
- Analyst Relations
- AI in Product Marketing
- Technology Alliances
- Cross-Functional Collaboration

Career Experience

VP Marketing (Focus on Product Marketing) - Cloud4Wi, New York City & San Francisco

02/2014 – Present

- Direct **global product marketing and go-to-market strategy**, contributing to **30% ARR growth**.
- Build **positioning and messaging frameworks** to articulate differentiated value propositions.
- Lead **competitive intelligence and sales enablement**, delivering playbooks and tools that boost win rates and pipeline velocity.
- Drive Cloud4Wi **visibility with analysts and at events**, featured in **20+ reports** (e.g., Gartner, Forrester, IDC)
- Oversee **strategic content development** (pitch decks, case studies, ROI models, white papers) to support enterprise sales.
- Integrate **AI into product marketing**, applying it to positioning, competitive analysis, and content development to increase efficiency.
- Forge **and expand alliances** with Cisco, Salesforce, and others, extending market reach.
- Shaped Series A & B **fundraising narratives**, helping **secure \$18M**.

Product & Product Marketing Lead - WiTech, Pisa, Italy

10/2005 – 01/2014

- **Designed** WiMAX and LTE business case tools, including a **freemium version** to boost adoption.
- Drove **product marketing and go-to-market strategies** for the TEA suite, resulting in a **20% increase in business opportunities**.
- Created **sales enablement and thought leadership** content, positioning WiTech as a wireless tech leader.
- Led **consulting projects** with PwC and Accenture, delivering technical-economic models for European telco operators.
- Built **strategic alliances** with Mentor (Infovista) and Vector WinRPT, expanding sales channels and market visibility.
- Represented WiTech and the TEA product line at **industry events across Europe**

System Engineer - Altran, Pisa, Italy

09/2004 – 09/2005

- Conducted **RAMS analyses** for telecom systems, ensuring compliance.
- Delivered in-depth reports that improved **network reliability and safety**.

R&D Engineer - Telecom Italia, Turin, Italy

07/2003 – 08/2004

- Developed **MIMO software** to evaluate wireless transmission performance.
- Built a **MIMO radio channel simulator** to assess system performance.

Education & Certifications

M.D.: Telecommunication Engineering - Graduated with summa cum laude - University of Pisa, Italy

MBA - The Power Business School

AI Product Marketing – Pragmatic Institute – Ongoing

Sales Enablement - PMA - 01/2023

Competitive Intelligence - PMA - 01/2023

Go-to-Market - PMA - 12/2022

Storytelling - PMA - 11/2022

Product Marketing (Core) - PMA - 01/2021

Publications

- Transforming Retail: How AI and In-Store First-Party Data Redefine Customer Experiences, with WiFi at the Core
- How to Build a Reliable Business Case for a 3.65 GHz WiMAX Initiative in the USA
- LTE: A Real Disruptive Technology and Business Opportunity?
- WiMAX and 802.11: Performance Comparison and Business Plan Analysis for Service Providers
- BWA and the Evolutionary Scenario