**Kevin Cole**

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| **Phone:** 774-260-0322 | **Web:** [http://www.kcole.net](http://www.kcole.net/) | **Email:** kevincole@gmail.com | **Location:** Boston, MA |

Product marketing executive looking for leadership position in a B2B startup after playing key roles at Zerto to help 10X our customers and take us to $165M in annual revenue, including assisting with the integration after acquisition by HPE in late 2021.

**Core competencies:**

Messaging & positioning | Product launches | Sales enablement | Market research | Competitive intelligence Analyst relations | Content marketing | Voice of the customer | Product evangelism | People management

**RELEVANT EXPERIENCE**

**Zerto (acquired by Hewlett Packard Enterprise)** | Boston, MA2015-present

*Director, Technical Product Marketing and Training*

* Promoted into role with mandate to lead on messaging, evangelism, and enablement, including managing two teams within Product Marketing and tripling my headcount within 2 months; received Zerto’s 2022 Product Marketer of the Year award for excellence in leadership
* Create product positioning and messaging, including standard pitch decks used by all of Sales; especially involved with ICP, content, and GTM execution for Zerto solutions for Kubernetes, vSphere, Azure, ransomware recovery, and SaaS
* Evangelize the Zerto story to disparate audiences through webinars, conferences/events, SKO and sales enablement workshops, and other public speaking opportunities
* Increase brand and product awareness by briefing industry analysts & media and work with PR agency to drive share of voice; led Zerto’s successful submissions for Gartner Magic Quadrant, GigaOm Radar, and Forrester Wave
* Drive product-led growth (PLG) by creating first-of-its-kind labs program for partners, customers, and prospects to get on-demand experience with Zerto for VMware, AWS, Azure, and Kubernetes; 550 labs are deployed monthly, helping to close $112+ million in revenue since I built them in 2018. Received Zerto’s 2019 Product Marketer of the Year for this initiative
* Lead competitive intelligence, including creating internal and external TCO calculators (e.g. [zerto.com/TCO](https://www.zerto.com/TCO)), battlecards in Crayon, sales enablement, win/loss analysis, and deal pursuit. Used to competing in crowded, contentious market
* Accelerate pipeline by collaborating with Engineering, Sales, Presales, Product Management, and Digital Marketing teams on product launches and new releases, including crafting messaging, customer presentations, launch materials, and evangelizing at launch events
* Built custom business value assessment web app in Angular to enable sellers & partners to use financial selling and our ROI story; app has been used to close over $58M and boosted ASP by 3X for deals with it compared to those without

*Global Head of Learning & Enablement*

* Purpose-built role for me within Product Marketing to own technical and sales enablement and build & scale the function from the ground up
* Developed business and technical certifications consisting of 1-2 days of instructor-led training, including PowerPoint decks and trainer/student guides for Zerto on vSphere, Azure, and AWS and two-day class with 3rd party delivery partner
* Created core certification courses using Adobe Captivate, Articulate Storyline, and Camtasia in order to enable resellers, MSPs, customers, and prospects; doubled our NPS and led to 3x more course completions (5,100+ annually)
* Built offline product simulator used by Sales/Presales for 90% of prospect demos; also used by 100+ channel & cloud partners and was among the top 0.5% of downloaded digital assets
* Procured and implemented the Docebo LMS as SaaS solution for 800 monthly active users among channel partners, customers, and employees; won Zerto’s 2016 All Star Award for this initiative

**Citizen Schools** | Boston, MA2013-2015

*Director of Organizational Development*

* Created new strengths-based employee performance management philosophy and process based on research in positive psychology; received Citizen Schools’ Strategic Vision award for this work
* Revamped & executed semi-annual employee engagement surveys, resulting in highest-ever participation rate of 90%
* Led overall attrition & retention initiatives, including: 1:1 employee satisfaction interviews; Appreciative Inquiry focus groups; employee relations strategy; and reporting/analysis for senior executives
* Researched, procured, and implemented SumTotal Maestro LMS as an under-budget solution for 500 learners
* Developed SCORM-compliant courses in Adobe Captivate, with additional use of Audition, Photoshop, and Illustrator
* Co-led committee to select new HRIS (UltiPro) and replace ADP; led system rollout and served as talent admin
* *Promoted from Deputy Director of Learning*

[**Bellxcel**](http://www.experiencebell.org) | Boston, MA **\_\_\_\_** 2011-2013

*National Learning Programs Manager*

* Developed web-based training with Adobe Captivate, Camtasia, HTML; resulted in highest-ever completion rates
* Led planning of classroom-based, instructor-led training events (200-500 attendees), including: creation of custom event database (via Zoho Creator and DelugeScript), registration, event setup, and staff management
* Led procurement and rollout of new LMS and 24/7 end user help desk, including: research, contract negotiations, implementation, SLAs, and ongoing administration; resulted in 2.5x increase in user satisfaction
* Managed the outsourced help desk team, wrote the documentation, handled escalated incidents/tickets, and trained assistants as needed; responsible for driving phone queue time down 86% and queue abandonment down 90%
* Responsible for e-learning budget management; secured largest vendor refund in Bellxcel history
* *Promoted from National eLearning Specialist*

[**VHS Global Collaborative**](http://www.govhs.org) | Maynard, MA2010-2011

*Curriculum & Instruction Associate*

* Self-taught Domino Designer and LotusScript in order to create new digital assets database
* Created HTML and CSS templates as org’s first model of rapid content development in the Desire2Learn LMS
* Proofread and edited course materials and lessons; wrote and introduced org’s first style guide
* *Promoted from Curriculum & Instruction Assistant*

 **PRODUCTIVITY SKILLS**

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| **CRM and CMSes**: Salesforce, WordPress, SharePoint, Zoho**Dev**: HTML, CSS, git, some basic JavaScript, PowerShell **Team/project management**: Basecamp, Box, Trello, Asana, Dropbox, Chatter, Slack, Smartsheet, Monday.com**LMSes**: Docebo, D2L, SumTotal, Cornerstone, Moodle | **Cloud**: vSphere, AWS, Azure (incl. AKS); some limited GCP**Creative**: advanced Captivate, intermediate Camtasia and Storyline, basic comfort with Adobe Audition, Illustrator, Photoshop**Productivity:** Google Docs and Microsoft Office suite, including advanced Excel |

**EDUCATION**

**Cedarville University** Cedarville, OH

*Bachelor of Arts in Philosophy*