Kevin Cole

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

Product marketing executive seeking a leadership position in a B2B startup after playing key roles at software startup Zerto to help 10X our customers and take us to $250M in annual revenue, including driving marketing 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

Hewlett Packard Enterprise (HPE) | Boston, MA _____2023-present

Director, Product Marketing and Technical Marketing

- Promoted into dual role to serve as VP, Product Marketing for Zerto as a subsidiary while also moving into HPE to lead on a $800 million portion of the hardware and software/SaaS portfolio within the Hybrid Cloud division; have end-to-end responsibility across product lifecycle including NPI/launch, new releases, and end-of-sale through end-of-life

- Manage 12+ globally dispersed team members spanning Content Marketing, Industry Marketing, Product Marketing, Technical Marketing, and Enablement

- Lead all product marketing for HPE's cyber recovery, data protection, and cloud mobility solutions

- Drive product awareness through key industry events such as AWS re:Invent, VMware Explore, Microsoft Ignite, RSA Conference, Black Hat, and KubeCon

- Increase market leadership by briefing industry analysts & media and work with PR agency to drive share of voice; led successful submissions for Gartner Magic Quadrant, IDC, GigaOm, Forrester, and ISG

- 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

- Lead competitive intelligence, including creating internal and external TCO and ROI calculators, battlecards in Crayon, sales enablement, win/loss analysis, and deal pursuit. Used to competing in crowded, contentious market

Zerto | Boston, MA _____2015-present

VP, Product Marketing and Technical Marketing

- Promoted into role with mandate to lead on messaging, evangelism, and enablement, including managing teams within Product Marketing and tripling my headcount within 2 months

- 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/cyber resilience

- Evangelize the Zerto story to disparate audiences through webinars, conferences/events, SKO and sales enablement workshops, and other public speaking opportunities including audiences up to 250 people live and 1,300 virtual

- 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; 700+ labs are deployed every month, helping to close $118+ million in attributed revenue.

- Built custom business value assessment web app to enable sellers & partners to use financial selling and our ROI story; app was used to close over $58M and boosted ASP by 3X for deals with it compared to those without

- ➢ *Promoted from Director, Technical Product Marketing*

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
- 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, MA   2013-2015
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
- ➢ *Promoted from Deputy Director of Learning*

PRODUCTIVITY SKILLS

CRM and CMSes: Salesforce, WordPress, SharePoint, Zoho, Seismic

Dev: HTML, CSS, git, some basic JavaScript, PowerShell

Team/project management: Basecamp, Box, Trello, Asana, Dropbox, Chatter, Smartsheet, Monday.com

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, Microsoft Office/M365, Notion, Slack

EDUCATION

Cedarville University   Cedarville, OH
Bachelor of Arts in Philosophy