

Kevin Cole

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Location: Boston, MA

Builder and leader with a track record across both pre- and post-acquisition. Joined Zerto early, spent a decade creating high-impact programs as the company scaled to \$225M, then led integration into HPE after acquisition. HPE then expanded my remit beyond Zerto into an \$800M hybrid cloud portfolio and leading a 12-person global team. Now back in startup mode and looking for the right high-tech B2B company where there's a market position to define, a function to build, and creative work to be done.

Core competencies:

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

RELEVANT EXPERIENCE

Picus Security | Boston, MA 2026-present

VP, Product Marketing

- Hired to build the product marketing function from the ground up and serve as strategic connector between Product, Sales, and Growth Marketing as company shifted focus from SMB/mid-market to Fortune 1000.
- Conducted full audit of existing messaging, positioning, and competitive landscape across offensive security, pentesting, and CTEM categories; developed platform repositioning framework to transition Picus from a portfolio of standalone products to an integrated agentic validation platform
- Restructured launch processes to decouple Engineering's continuous deployment cycle from Marketing's GTM amplification, ensuring features ship with full cross-functional alignment and promotion

Zerto (acquired by Hewlett Packard Enterprise) | Boston, MA 2015-2025

VP, 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
- Led a 12-person global team with responsibility for Content Marketing, Industry Marketing, Product Marketing, Technical Marketing, Alliance Marketing, and Enablement across the product lifecycle from NPI to EOL
- Increased 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 MarketScape, Forrester, ISG and more
- Drove product-led growth (PLG) by creating first-of-its-kind labs program for target audiences to get on-demand experience with ransomware recovery and cloud data recovery (VMware, AWS, Azure, and Kubernetes); 700+ labs are deployed every month, helping to close \$118+ million in attributed revenue as the #1 source of hot leads for marketing.
- Accelerated 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; generate 35% of all marketing-attributed pipeline
- Led 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 — including competition with dual partner/competitor ISVs.

- Drove product awareness through public speaking engagements (up to 30/year) and key industry events such as RSA Conference, Black Hat, AWS re:Invent, VMware Explore, Microsoft Ignite
 - Created product positioning and messaging, including standard pitch decks; especially involved with ICP, content, and GTM execution for ransomware/cyber resilience, Azure, AWS, vSphere, and Kubernetes
 - Evangelized Zerto 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 1,500 virtual
 - 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*

Head of Partner and Customer 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 contracted 3rd party delivery partner
- Created core certification courses—both technical and non-technical—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
- 3X winner of Zerto’s annual Marketer of the Year award

SKILLS

AI: Claude and Claude Code; ChatGPT; Gemini and NotebookLM

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, Slack, 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 and Microsoft Office/M365 suite, including advanced Excel

EDUCATION

Cedarville University
Bachelor of Arts in Philosophy

Cedarville, OH