**Laura Strassman**

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Summary:

Seasoned technical marketing professional experienced in cradle to grave product and marketing management. Responsible for: messaging strategy, content creation, marketing requirements (MRD’s), alpha and beta test programs, sales enablement, pricing, and product roadmaps. Lead cross-functional teams to ensure that “the whole product” is considered, from requirements to support, documentation to sales enablement, and go to market planning. Strong lead generation and program management capabilities; driven by content, coordinated with the sales process and measured. Outstanding communications skills include writing, video and audio production.

Menagerie Marketing Present

**Consultant**

Provide marketing services including: content strategy and creation, go to market planning, product launch management, lead generation programs.

The Language Chef

**CMO**

Language learning through food and travel. Present

SmartBear Software 2014-2015

**Sr. Product Marketing Manager**

SmartBear Software provides tools to create and deliver software applications.

Responsible for content strategy for AlertSite UXM and other performance management products

* Drive go-to-market strategy including new product launches
* Position products and provide appropriate messaging internal and external audience
* Develop sales materials and train sales team
* Own analyst relations
* Develop press content and collaborate on PR strategy
* Create content for thought leadership and lead generation
  + Blog posts
  + Emails
  + Landing pages

Compuware/Gomez 2010-2013

**Sr. Product Marketing Manager**

*Compuware Corporation, provides software, experts and best practices to ensure technology works well and delivers value. Compuware’s clients, include 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites*

Own product marketing for Gomez Web Load Testing a SaaS solution

* Drive “go to market” strategy for Gomez Web Load Testing Product. Create targeted messaging, used as a basis for all other marketing activities.
* Deliver new industry first product to market. (Gomez 360o Web Load Testing)
  + Lead cross functional teams to define product and execute technically
  + Prepare analyst briefing and PR materials
  + Create, content, demonstrations and campaigns to train and market
* Drive lead generation and educational programs including webinar series, white papers, email campaigns, trade shows. Develop web content for product utilizing best practices for SEO
* Develop materials for sales support including customer presentations, training, and promotions

Menagerie Marketing 2009

**Consultant**

Provided technology clients with marketing services ranging from content creation, to lead generation activities. Advise on new product launches & messaging strategy.

Visual i|o Newton, MA 2008

**Director of Marketing**

*Visual i|o creates innovative data display software, primarily targeted at pharmaceutical companies.*

Own marketing

* Responsible for lead generation and educational programs including webinars, Google ads, white papers email, direct marketing and trade shows.
* Direct Public Relations activities promoting thought leadership as well as relevant activities through outsourced PR professionals.

Black Duck Software Waltham, MA 2006-2007

**Director of Marketing**

*Black duck creates products and services targeted to developers, to determine the origins of software code, and associated licenses or other information.*

* Responsible for all aspects of lead generation, which increased over 40% during my tenure. All marketing activities were measured and evaluated utilizing salesforce.com as part of the process for a closed loop sales and marketing effort.
* Oversee launch of new website including writing new content, search engine optimization, new design.
* Create and implement corporate standards for branding across multiple channels.

Affinnova, Inc. Waltham, MA 2005

**Director of Product Management**

*Affinnova creates products and services for innovative market research. The SaaS solution combines consumer input, with mathematics borrowed from the life sciences, in the form of a genetic algorithm, to evolve the best ideas for a company.*

Establish product management discipline in order to take custom software to a standard product offering

* Create and drive procedures to standardize product and service offerings including Market Requirements Documentation and solicit feedback across organization.
* Create and drive procedures to track major initiatives in order to assist with placing resources and establishing priorities, working in a cross functional manner. Included weekly reporting to senior management and open bulletin boards for the entire company.

Audiotrieve, LLC Boxborough, MA 2003-2005

**Co-Founder**

*Audiotrieve, LLC creates products and services to sort, index and retrieve information that cannot be found easily using traditional means. The first product, InBoxer, separates the email you want from the email you don’t using Bayesian statistics and language industry techniques to analyze mail.*

* InBoxer, available exclusively over the internet, won several industry awards.
* Sales in excess of $200,000 for the year.
* Technology acquired

Octave Communications Nashua, NH 2001-2003

**Director of Product Management and Technical Marketing**

*Octave was an audio conferencing manufacturer that provides wholesale conferencing equipment (hardware and software) globally to major telephony service providers.*

* Lead product management efforts including all new procedures to drive product from marketing and define product roadmaps.
* Manage Product Management team and drive cross-functional teams for product delivery.

iBasis, Inc. Burlington, MA 2000-2001

**Director of Marketing, Internet Telephony**

*iBasis provides an international VoIP network for Tier one telephony carriers.*

* Lead the marketing and product management efforts. Business grew from 50% tier one carriers to 90% tier one carriers and margins improved 5% overall during my tenure. Tripled division revenues for each sales associate.
* Build technical marketing team comprised of Product Managers, Marketing Managers, and Program Managers. Focused team on taking an active cross-functional leadership role.
* Play a key role in moving the business from revenue based to margin based focus. Provided support and analysis that led to a major increase in margins as a result. Activities included: analysis of business cases, traffic and marketing data, changes to procedures and sales communications.

Aspect Communications Chelmsford, MA 1999-2000

**Director, Product and Program Management**

*Aspect Communications is primarily focused on CRM (Customer Relationship Management) solutions. The Chelmsford division is responsible for carrier class IVR (Interactive Voice Response) systems.*

* Standardize product offerings resulting in more revenue, clear upgrade paths for customers, more efficient engineering and quality assurance.
* Define go to market strategies including product demonstrations, sales support materials, and customer collateral.

Dragon Systems, Inc. Newton, MA 1995 – 1999

**Sr. Product Manager/ Group Manager /Emerging Technology**

*Dragon systems was the world’s leading provider of large vocabulary speech recognition systems for dictation and delivered the world’s first ‘natural language’ dictation system*

* Lead the product management/marketing efforts for the consumer and corporate products of Dragon Systems. Dragon NaturallySpeaking, remained the sales leader in its category every month since its release in June 1997 through 1999.
* Lead cross-functional team to **deliver world’s first** large vocabulary continuous speech recognition system to market, April 1996.
* Revenues grew from $15-million to $60-million in two years. The product received over 85 industry awards in 18 months, an unprecedented run.
* Integrate international and domestic product management - increasing efficiency and communication for the organization.
* Speak to press and analysts regarding Dragon's products and direction including television and radio appearances.
* Define product specifications and roadmap based on customer input, market research, usability studies and technical feasibility.

Avid Technology Tewksbury, MA 1992 – 1995

Product management/marketing for several new digital video products delivered into new markets.

**Product Manager**

* Deliver Corporate Video editing product on new platform (SGI).
* Work with Partner SGI to facilitate technical and marketing aspects of product.

**Product Marketing Specialist**

* Conduct primary market research for new product launching to corporate market.
* Manage all beta programs for digital video editing system in corporate markets.
* Create demonstrations for trade shows including scripts and video editing.
* Create sales materials and work with marketing services to create collateral.

Video Production Boston, MA 1986 – 1991

Various roles and responsibilities from script supervision, to production coordination, to producing.

* Corporate Video Producer
* Winner ITVA Golden Slate Award

**Education:**

MBA Simmons Graduate School of Management

MA Mass Communications, Emerson College

BA English Literature, Colby College