

NICK SABEAN

VP of Product Marketing & Strategic Partnerships

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As a seasoned product launch and revenue growth leader with over 17 years of experience in the AdTech, Cyber Security and Data Analytics industry, I excel at driving growth through innovative go-to-market strategies, engaging content, product launches and strategic partnerships. Key accomplishments include achieving a 40% market share increase within one year and leading six companies to successful acquisition. By harnessing cutting-edge technologies like Gen AI, AIOps, MLOps, OSS and the broader AI ecosystem, data analytics, automation and a holistic approach, to deliver exceptional results.

Work Experience

VP of Product Marketing and Strategic Partnerships

2022 - Present

[SCUBA Analytics](#) | Mountain View, CA - Remote

Elevated from Senior Director to VP within one year while leading a verticalized product marketing strategy for SCUBA's time-series data warehouse for behavioral intelligence technology developed by Facebook (Meta).

- Engineered and implemented a comprehensive product positioning strategy that led to a 40% increase in the sales pipeline, while simultaneously reducing the average sales cycle duration by 25%.
- Boosted Lead Generation by 50%, with a 25% increase in lead quality: Applied a product-led strategy with 2 critical product launches SCUBA Data Marketplace and AZURE Marketplace freemium offering.
- Conceptualized and executed industry-specific campaigns leveraging eBooks, white papers, email, webinars, social media, industry events, sponsored content paid search and social resulting in 50% boost in brand visibility and recognition among AdTech decision-makers and influencers.
- Forged strategic partnerships with NCSolutions, MFour, Disqo, affinitysolutions, SimilarWeb, Experian to deliver a custom insight offering and ad effectiveness measurement solution with automated ID resolution.
- Managed cross-functional team collaboration to create messaging and demos that articulate value verses functionality for external and internal audiences.
- Designed and implemented customized content strategies alongside sales enablement tools; developed persona-driven collateral that improved engagement rates by 25% while equipping market-facing teams with essential messaging resources.
- Championed ongoing mentorship initiatives across five disciplines including sales and product management; fostered stronger interdepartmental relationships which directly influenced project quality improvements observed through stakeholder feedback loops.
- Spearheaded client success storytelling initiative, collaborating with marquee clients (Microsoft, Salesforce, Bleacher Report, Comcast, McDonalds, VGW, Recurrent) to develop 5+ market-facing case studies highlighting ROI-driven successes, driving 30% increase in sales-qualified leads and enhancing brand credibility.

VP of Product Marketing, Marketplace, and Community

2020 - 2022

[IBM - Pliant.io](#) | Boston, MA - Remote

Recruited to lead the development and GTM, branding, and product-led marketing strategy of Pliant Community Edition, SaaS offering, generate new product qualified leads and market adoption.

- Built, coached, and led a cross-functional team 5 marketers, 2 developers, 2 customer success, 1 designer.
- Devised product positioning, messaging, and competitive differentiation, resulting in 40% increase in sales pipeline and 25% reduction in sales cycle.
- Generated market-facing sales enablement collateral persona-based and industry-based selling strategies and collateral.
- Managing teams across DevOps, Sales, and Marketing to leverage existing technology and internal skillsets to deliver 3 new innovative product experiences to market within creating new revenue streams.
- Launch PLIANT.IO SaaS offering in the AWS Marketplace and engineered the strategic deployment roadmap for GCP and Azure Marketplaces to increase brand awareness and target dedicated cloud budgets reducing sales cycles.

- Collaborated with C-level executives and sales teams to develop sales enablement automation, collateral, and analyst relationships (Gartner, Forrester), accelerating sales cycles and securing two new clients: Ochsner Health and Hallmark (\$500K combined, \$1.5M ARR).

Chief Marketing Officer, Head of Product, and Co-Founder

2016 – 2020

[WHYFLY AWESOME INTERNET](#) | Delaware, Philadelphia, PA, Manchester, NH

Co-founded and lead investor raising of \$3.5M in capital., launching a subscription based regional direct-to-consumer and commercial (ISP) internet and IoT services owning enterprise budget, marketing and sales across 3 markets.

- Scaled organizational growth to achieve 20% market share achieving annual churn rate below 2%, with a \$26 customer acquisition cost at 50% below current market trends.
- Produced 150 products and solutions, including service-agnostic smart building automation solution for multi-dwelling and mixed-used units, generating \$3M in new annual revenue stream across 3 markets.
- Scaled, managed, and trained 25-direct reports across sales, marketing, network admin, and field teams.
- Automated key onboarding tasks to optimize efficiencies, reducing the need for FTEs, enabling single CSR to field 5,000 inbound calls per month without sacrificing experience, elevated customer satisfaction by 80%.

VP GTM Strategy, Marketing and Business Development

2016 - 2018

[NBTV STUDIOS](#) | New York, NY

Led production team in global sales strategy. Crafted the first shoppable over-the-top (OTT) network. Lead content development, creating client acquisition strategy and leveraging million-dollar content marketing campaigns to generate new revenue streams and instigated large-scale activations.

- Established industry-leading channel partnership pipeline to produce \$650K in annual revenue Closed deals with Ketel One, Cold-EEZE, Moët Hennessey, Marriott, BBVA Compass, Rally Health, and Summit Series.
- Owned the GTM efforts for The Spirits Network subscription OTT platform resulting in \$2M in revenue in FY 2016 with OTT and branded content strategy innovations.
- Closed IBM for \$700k video series showcasing innovative marketing technology, leveraging personal and professional narratives of recognized executive leadership achieving 178M impressions and 66,055 views.

Global SVP, Product Marketing & Business Development

2015 - 2017

[WIREWAX ACQUIRED BY VIMEO](#) | New York, NY

AI and Machine learning interactive video platform. Spearheaded global enterprise sales and GTM to expand market reach and establish new revenue strategies by launching next - technologies and campaigns for media companies.

- Directed a cross-functional team of 6 in crafting and executing the North American go-to-market strategy, leading to enhanced market penetration and elevating brand within two years.
- Built out the backend of all marketing automation systems to regularly market to and track new leads.
- Pioneered Turner Network's click-to-engage video platform launch, outbidding Motorola to secure a \$5M contract with \$500K YoY profit. Leveraged machine learning to index and monetize existing content, unlocking new revenue streams through optimized ad capabilities and lower thirds.
- Doubled revenue over 3-year period by closing deals with top tier content publishers and global brands.
- Generate \$80K in merchandise profits within 1 week of interactive video technology release for Ted Baker.

VP of Media & Entertainment

2011 - 2013

[MPP GLOBAL ACQUIRED BY APTITUDE](#) | New York, NY

Subscription management and payment processing SaaS platform. Advanced US market expansion, managing US GTM, channel partnerships, and sales pipelines to book 48% of US revenue valued at \$10M within first year leading to acquisition in 2021.

Core Skills and Competencies

Figma, Adobe CC Suite, Tourial, HubSpot, Salesforce Marketing, Sales, Experience Clouds, Wordpress, MIRO, Firefly, ChatGPT, AirOps, asana, Atlassian Suite, braze, Pendo, appcues, Airtable, AWS, AZURE, GCP, Segment, Workato, GA4, LinkedIn Ads, GAM, Payment Gateways, Python, JavaScript, HTML5/CSS, ChatGPT, Copilot, Lucid, SEMrush, AWS Marketplace, AZURE Marketplace, SageMaker. Customer-Facing, Storytelling, GTM Strategy, Product Launch, GenAI, Team Leadership, Engaging Multi-Media Content Creation, User Experience & Product-Led Growth, Sales Enablement, Programmatic, Composable CDPs, GDPR, CCPA.