

Chris Hanson

Product Marketer & GTM Strategist

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Senior marketing leader with a focus on product marketing and GTM strategy. 15+ years of experience crafting messaging, developing positioning and launching products. Thrives in cross-functional roles while also owning individual and shared goals across revenue, growth and retention.

Work Experience

DIRECTOR OF MARKETING

Feb 2023 - Jul 2024

[*Kollective Technology*](#) | Bend, OR

Promoted in role to lead marketing team, SDR objectives, marketing vendors and subcontractors. Guided GTM efforts on product category expansion into Observability & AI-powered offerings, transitioned content marketing initiatives into targeted thought leadership campaigns, and led product launches with channel partners including Cisco, Microsoft and Vimeo.

- Collaborated intensively with SVP of Product and PMs to productize new AI-driven offerings including Real User Monitoring, Location Trend Analysis and Automatic Anomaly Detection
- Co-authored new sales narratives, end-user biz cases, key value props, and TAM analysis for net-new opportunities and install-base upsell projections
- Managed release of Kollective for Cisco Webex including co-sell enablement, pre-launch partnership announcement video series, internal enablement, pre-launch partnership video series, internal awareness channels, landing pages, sales outreach templates, speaking spotlights and product demos
- Re-engaged dormant Microsoft partnership after successful Cisco launch with CSM-tailored selling scripts and customized Solution Brief
- Designed 4-part Webinar series with Microsoft MVP co-hosts leading to highest number of registrants in company's marketing history averaging 290 per webinar
- Motivated new demand gen tactics including 1 : 1 ABM project involving SDR team with personalized outreach scripts and ad creative; 25% increase in fortune 200 new SQOs

PRODUCT MARKETING MANAGER

Sep 2021 - Feb 2023

[*Kollective Technology*](#) | Bend, OR

Recruited to rebuild Product Marketing function for high-growth, enterprise SaaS org transitioning to PLG strategy. Emphasis on AI and ML - driven feature releases, competitor differentiation projects and single product to platform pricing model.

- Conducted competitor audit and gap analysis, sales leadership research and win/loss interviews, all resulting in operationalized CI program with new battle card and internal win wire process
- Refreshed core sales enablement pitch deck, solution briefs and prospecting guide to align sales motion with evolving market needs as hybrid work models overtook legacy solution use cases
- Partnered with key PMs to create quarterly Product Marketing Roadmap; led smartECDN launch highlighting new AI-driven feature releases with internal Sell Sheets and LinkedIn teaser campaign
- Key contributor in org-wide sales framework switch to MEDDIC, including SKO trainings, Case Study content pivot, and champion - economic buyer internal FAQ proof points

PRODUCT MARKETING MANAGER

Nov 2019 - Sep 2021

[G5](#) | Bend, OR

Orchestrated four GTM launches under the company's largest revenue-driving product line of digital advertising tools powered by proprietary AI and machine learning technology. Led core PMM activities for highly technical solutions - G5 Analytics and Spend Optimizer - with a knack for turning complex features into customer-facing value props.

- Developed product, feature and services positioning for GTM launches that support sales and product business objectives
- Ideated, designed, and created sales enablement materials ranging from pitch decks, product videos, sell sheets, pricing and packaging, case studies, and other supportive selling and product collateral
- Worked in tandem with Product Management counterparts on all lifecycle phases of product launches, enhancements, and EOL for assigned product lines
- Developed comprehensive case study program with cross-functional teams to double case annual study output
- Managed company competitive intel program including creating battle cards, selling-against strategies, and competitor news analysis
- Wrote internal and client-facing announcements on product updates, pricing and packaging, sales promotions, and client newsletter content

MARKETING DIRECTOR

Mar 2017 - Nov 2019

[Hydaway - Compact Adventure Gear](#) | Bend, OR

Joined a rapidly growing startup to fuel direct to consumer growth and align wholesale marketing mix to appropriate channels. Transitioned company from single-product startup to growth phase brand, doubling revenue to 1.2 million in under 12 months.

- Led brand identity development, website redesign, catalog and collateral creative direction, trade show presence, PR and communications, social media and influencer program creation
- Managed packaging redesign, POP and wholesale sell-through programs for specialty gift, natural grocery, and outdoor channels
- Migrated Ecommerce platforms, increased DTC average order value over 35% and grew email marketing prospects 50%
- Directed company amazon sales and marketing campaigns transitioning from 1P selling to 3P with brand registry achieving 700k+ annual sales and under 18% ACoS campaign average

PARTNER & ACCOUNTS DIRECTOR

Apr 2013 - Nov 2016

[TMBR Digital Marketing Agency](#) | Jackson Hole, WY

Launched a digital marketing agency specializing in creative services for outdoor, lifestyle, and social good organizations.

- Managed agency wide resources of internal staff and contract resources
- Senior point of contact for anchor clients and directed team of 10+ individual contributor employees
- Developed integrated marketing campaigns, brand identity and website design

DIGITAL CONTENT MANAGER

Jul 2008 - Jun 2011

[Circ Design](#) | Jackson Hole, WY

Lead copywriter for client advertising, branding and digital marketing campaigns. Managed agency PR, communications and social content.

TRADE MARKETING MANAGER

Jun 2003 - Jun 2008

[Cloudveil Mountain Works](#) | Jackson Hole, WY

Managed marketing initiatives to increase demand and support sell through for outdoor apparel brand.

Volunteer Experience

Board Member

Mar 2019 - Sep 2021

Oregon Innovative Marketing

Marketing Career Mentor

Opportunity Knocks

Jun 2017 - Sep 2019

Core Skills

product marketing, marketing strategy, GTM strategy, B2B marketing, SaaS, cross functional team leadership, cross team collaboration, product management, team leadership, enterprise software, marketing analytics, sales and marketing alignment, artificial intelligence, sales enablement, brand development, copywriting, thought leadership, competitive analysis, positioning, value propositions, messaging, sales narratives, pitch decks, case studies, white papers, webinars, battle cards, persona development, gap analysis, win loss analysis, data sheets, solution briefs, ideal customer profiles, product launches

Education

Colorado Christian University

Dec 2002

Bachelor of Science Business Administration Marketing