JULIAN MERCER

DIRECTOR-LEVEL PRODUCT MARKETING MANAGER

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PROFESSIONAL SUMMARY

Director of Product Marketing with 13+ years leading positioning, launch, pricing, and enablement teams for enterprise software. Sets go-to-market strategy across product lines and gives executives clear market and customer evidence for investment decisions.

PROFESSIONAL EXPERIENCE

Director, Product Marketing Feb 2023 - Present
Workday, Pleasanton, CA

- Lead 14 product marketers across three product lines, setting positioning, launch, and analyst strategy with Product leadership.
- Established a launch tiering model and shared scorecard, raising on-time launch delivery from 71% to 90%.
- Directed a pricing and packaging review with Finance and Sales, supporting 8% growth in average deal size.
- Presented customer and competitor evidence at quarterly planning, influencing two roadmap reprioritisations.

Senior Manager, Product Marketing Jan 2021 - Jan 2023
ServiceNow, Santa Clara, CA

- Managed a team of five that launched a workflow suite generating $85M in first-year bookings across 40 enterprise accounts.
- Redesigned sales enablement into role-based tracks for 450 sellers, improving message adoption in call reviews 22%.
- Hired and developed three product marketing managers, with two promoted within 24 months.

Product Marketing Manager Feb 2018 - Dec 2020

- Built analyst-relations and customer-advisory programs that improved industry report placement in two categories.
- Partnered with Customer Success to launch an adoption playbook for the workflow suite, lifting active module usage 18% in a year.
- Built competitor profiles and objection-handling guides for three workflow products, used in 120 sales calls reviewed each quarter.

Product Marketing Manager Jun 2015 - Jan 2018
SAP, Palo Alto, CA

- Owned go-to-market for analytics products, coordinating launches in North America and Europe with regional teams.
- Wrote buyer-journey messaging and demo scripts that raised qualified-opportunity conversion 12%.

Marketing Analyst Aug 2013 - May 2015
Oracle, Redwood City, CA

- Analysed market, customer, and campaign data for database products, supporting quarterly planning reviews.
- Prepared launch collateral and executive briefings for regional field events attended by 1,200 customers.

CORE SKILLS

Product marketing leadership | Go-to-market strategy | Positioning | Pricing and packaging | Analyst relations | Launch governance | Sales enablement | Competitive strategy | Market research | Executive presentations | Team building | Enterprise software | Roadmap partnership | Customer advisory boards

EDUCATION

MBA, University of California, Los Angeles Anderson School of Management, Los Angeles, CA

CERTIFICATIONS

Pragmatic Institute Product Marketing Certification