

JULIAN MERCER

PRODUCT MARKETING MANAGER

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PROFESSIONAL SUMMARY

Product marketing leader with 10+ years of experience shaping go-to-market strategy, positioning, launches, and adoption for Google, Salesforce, and Microsoft. Turns customer and competitive insight into differentiated narratives, sales readiness, and programs that accelerate enterprise pipeline and revenue growth.

PROFESSIONAL EXPERIENCE

Product Marketing Manager Google, Mountain View, CA

Jun 2021 - Present

- Led three enterprise launches across 14 markets, generating \$128M in qualified pipeline and beating revenue targets 22%.
- Repositioned a cloud analytics portfolio using 46 customer interviews and win/loss findings, increasing message comprehension 31% and competitive win rate 9 percentage points.
- Built positioning for six personas, lifting enterprise trial-to-paid conversion from 18% to 24%.
- Created sales plays, battlecards, demo narratives, and certification programs for 1,800 sellers and partners, improving opportunity progression 17% and reducing ramp time 28%.
- Designed adoption campaigns with Product and Customer Success that increased activation of priority features 34% and expanded weekly active use across strategic accounts 21%.
- Established quarterly market and competitive reviews for Product, Sales, and Finance leaders, influencing roadmap investment and protecting \$24M in renewal revenue.
- Created launch decision gates covering audience evidence, differentiation, field readiness, and adoption risk, improving executive visibility across the portfolio.

Senior Product Marketing Specialist Salesforce, San Francisco, CA

Apr 2018 - May 2021

- Orchestrated go-to-market plans for four B2B SaaS releases, aligning Product, Demand Generation, Sales, and Customer Success to produce \$74M in sourced and influenced pipeline.
- Reframed mid-market positioning from buyer research, increasing landing-page conversion 26% and demo requests 32%.
- Launched a competitive intelligence program covering seven vendors, equipping 950 account executives with objection handling that improved head-to-head win rate 11 percentage points.
- Developed industry-specific messaging and proof points for financial services, retail, and healthcare, contributing \$18.6M in new annual contract value across priority segments.
- Redesigned onboarding journeys, increasing 90-day feature adoption 19% and expansion opportunities 27%.
- Built a customer-evidence library linking objections, proof points, and use cases to priority segments, increasing consistency across campaigns and seller conversations.

Associate Product Marketing Manager Microsoft, Redmond, WA

Jul 2015 - Mar 2018

- Supported positioning and launch execution for Microsoft 365 capabilities used by small and midsize businesses, helping drive 420,000 feature activations in the first six months.
- Analyzed surveys and customer interviews to remove onboarding barriers, improving setup completion 16%.
- Produced customer stories, solution briefs, webinars, and field presentations for two major releases, generating 8,700 marketing-qualified leads and \$9.4M in influenced pipeline.
- Standardized launch gates across five teams, raising on-time delivery from 73% to 92%.
- Established post-launch reviews that joined adoption, pipeline, competitive feedback, and field readiness into one set of actions for Product and Sales leaders.

CORE SKILLS

Go-to-market strategy | Positioning and messaging | Product launches | Market research | Customer insights | Competitive intelligence | Buyer personas | Sales enablement | Product adoption | Win/loss analysis | Pricing and packaging | Portfolio strategy | Cross-functional leadership | Salesforce | Gainsight | Crayon

CERTIFICATIONS

Product Marketing Alliance - Product Marketing Certified | Pragmatic Institute - Foundations | Salesforce Certified Administrator

EDUCATION

B.S. in Business Administration, University of California, Berkeley, Berkeley, CA