# JULIAN MERCER

**SENIOR PRODUCT MARKETING MANAGER**

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## PROFESSIONAL SUMMARY

Senior Product Marketing Manager with 8+ years positioning and launching B2B software for enterprise and mid-market buyers. Leads go-to-market strategy, pricing and packaging input, and sales enablement, and mentors junior marketers while partnering with Product and Sales leaders.

## PROFESSIONAL EXPERIENCE

**Senior Product Marketing Manager** May 2023 - Present
**Twilio, San Francisco, CA**

- Own positioning and launch strategy for a messaging platform line used by 180,000 developer accounts, supporting $60M in annual revenue.
- Led go-to-market for three major releases, reaching 120% of adoption targets within the first two quarters.
- Interviewed 60 buyers and won-lost deals to rebuild enterprise messaging, raising competitive win rate 5 points.
- Partnered with Product and Finance on packaging changes that lifted average contract value 9% for new accounts.
- Coached two product marketers and ran quarterly enablement for 200 sellers, improving certification completion to 93%.

**Product Marketing Manager** Sep 2021 - Apr 2023
**Atlassian, San Francisco, CA**

- Launched cloud migration messaging for enterprise customers, supporting 31% growth in cloud seat adoption over two years.
- Built a tiered competitive programme with battlecards and live win-loss analysis used across North American sales teams.
- Created persona-based demo narratives with Sales Engineering, increasing demo-to-proposal conversion 7%.

**Associate Product Marketing Manager** Mar 2020 - Aug 2021

- Worked with Customer Marketing to publish eight case studies featuring measured customer outcomes.
- Maintained a competitor feature matrix covering five vendors and refreshed it each release for sales and product teams.
- Wrote customer-facing release summaries and FAQs for four launches, with Support reporting fewer repeat questions after each.

**Product Marketing Specialist** Jul 2018 - Feb 2020
**Box, Redwood City, CA**

- Supported launches for security and collaboration features, producing sales decks, FAQs, and webinar content.
- Ran customer surveys of 400 admins to prioritise feature messaging, shaping the annual product roadmap narrative.
- Wrote analyst briefing documents and customer proof points that supported inclusion in two industry vendor evaluations.

## CORE SKILLS

Product positioning | Go-to-market strategy | Launch management | Sales enablement | Competitive intelligence | Win-loss analysis | Pricing and packaging | Buyer personas | Customer research | Messaging architecture | Enterprise software | Tableau | Salesforce | Mentoring

## EDUCATION

**B.A. in Economics**, Stanford University, Stanford, CA

## CERTIFICATIONS

Pragmatic Institute Product Marketing Certification