

Lauren Kiser

Software Marketing Leader



Marketing leader with 13 years of experience, 8 of which were spent in enterprise software. Founding product marketer at 3 early-stage startups. Built high-performing teams of 2-5 people. Take pride in leading with empathy, embracing individuality, questioning the status quo, obsessing over details, prioritizing action, and empowering others through clear processes.

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EXPERIENCE

Director of Product Marketing | Totango | September 2022 - February 2024

- Defined a new product launch process that significantly reduced internal friction, improved customer experience, and increased adoption.
- Guided the team through a pricing redesign that led to a 9% reduction in discounting and 33% increase in SKUs sold within the first 6 months.
- Launched 4 new add-on features that resulted in \$245K in incremental revenue and a 14% attach rate in the first 12 months.
- Led the team through participation in the category's first Forrester Wave resulting in a "Strong Performer" placement and \$1.6M in marketing-influenced pipeline.
- Refined messaging and core bill of materials to position Totango as a leader in customer success software, resulting in 8% enterprise customer growth.
- Drove marketing program strategy, resulting in a 20% increase in SOV, lead conversion rate of 5.5%, and an average of 500 webinar registrations.
- Grew user reviews by 261% through new, data-driven user targeting tactics.
- Implemented in-app communications as a channel with a defined process.

Director of Product Marketing | Krisp | November 2021 - July 2022

- Hired and managed a team of 2 product/content marketers.
- Owned the development of messaging, positioning, marketing content, and go-to-market strategies for the company's B2B market segments including enterprise professionals, contact centers, and BPOs.
- Partnered with product management to document new feature launch plans and executed against a communication strategy that included organic and paid social media content, blog posts, and customer email campaigns.
- Built a business case to implement HubSpot and stood up the company's first marketing automation program.
- Took ownership of email marketing, increasing open rates by 7% in 2 months.
- Developed and executed against a content marketing strategy that exponentially increased the number of mid- and bottom-of-the-funnel assets, driving more leads and more closed-won opportunities.
- Introduced a bi-weekly cross-functional feedback loop between marketing, sales, and customer success to share market insights, provide GTM updates, and discuss product/feature updates.

SKILLS

Messaging & positioning
Product launch
Marketing strategy
Content development
GTM enablement
Competitive intelligence
Analyst relations
Research & data analysis
Pricing & packaging
Program management
Hiring & mentoring
Verbal & written communication

EDUCATION

Southern New Hampshire University

Master of Business Administration

Specialization: Marketing

2012 - 2014

The Ohio State University

Bachelor of Art

Specialization: Writing & New Media

2009 - 2011

EXPERIENCE

Director of Product Marketing | GRIN | September 2022 - February 2024

- Documented the scope of the product marketing function and how it would support organizational goals as the company's first product marketer.
- Hired and managed a team of 2 product marketers.
- Conducted market research and interviews that informed detailed buyer personas to help sales communicate more effectively with their audience.
- Created a robust competitive intelligence program that spanned 10+ competitive solutions and provided sellers assets to improve win rate against top competitors.
- Defined a product launch process in partnership with product management and engineering to improve time to market and support for GTM teams.
- Partnered with founders on the creator management messaging and positioning, sales collateral, team training on the new pitch, and website refresh.

Sr. Manager, Advertising, Product Marketing | Sprinklr | June 2016 - April 2021

- Owned the value-based messaging for the Advertising product.
- Partnered with product management to set high-level quarterly GTM strategies and campaigns that supported the product roadmap.
- Managed a cross-functional team of 5 product marketers, designers, and content creators to execute campaigns and revenue plays to drive pipeline.
- Developed detailed campaign briefs including goals, messaging, creative requirements, CTAs, segmentation, distribution channels, and schedule.
- Partnered with product management and solutions consulting to identify and document product ROI from high-impact features.
- Created concise and compelling sales collateral for including pitch decks, one-pagers, buyer's guides, videos, and more.
- Supported sales team deal cycles with market expertise, competitive positioning, and training on value selling.
- Partnered with customer success to drive successful adoption campaigns.
- Supported analyst relations on inquiries, briefings, and research reports.

Social Media Manager | Simmons Bedding Company | March 2015 - May 2016

Managed social media, website, blog, and paid search agency.

Social Media Manager | Resource Ammirati | October 2014 - March 2015

Oversaw social strategy and community management for retail clients.

Social Media Manager | Ohio State Med Center | August 2013 - October 2014

Managed social media strategy and execution, website, and paid digital channels.

Digital Content Strategist | Fathom | March 2012 - August 2013

Developed digital programs for healthcare and financial services clients.

Digital Marketing Specialist | Bruner Corporation | June 2011 - March 2012

Managed social media, website, blog, and paid channels to drive lead generation.

SOFTWARE

- **Communication & Productivity:** G-Suite, Microsoft Office, Slack, Teams, Miro, Zoom, Calendly, Krisp
- **Marketing:** Meltwater, Sprinklr, Jasper, HubSpot, Hootsuite, Sprout Social, GRIN, Drift, Mailchimp, SendGrid, Segment
- **Sales Acceleration:** ZoomInfo, Outreach, ChiliPiper, Gong, Chorus, Seismic, Showpad, Highspot, DealHub, VidYard
- **Analytics:** Pendo, Amplitude, Hotjar, Tableau, Google Analytics
- **Design:** Figma, Canva, Photoshop, Illustrator, InDesign
- **Video:** Adobe Premiere Rush, Camtasia, iMovie, Loom
- **Project Management:** Asana, ClickUp, Monday, Trello, Jira
- **Research:** SurveyMonkey, Pollfish
- **Competitive Intelligence:** Crayon
- **Roadmapping:** ProductBoard, Aha!
- **Digital Adoption:** Pendo, WalkMe
- **CRM:** Salesforce, HubSpot

PORTFOLIO

Work samples available upon request.

REFERENCES

References available upon request.