



# PARTH MUKHERJEE

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PRODUCT MARKETING

TEAM LEADERSHIP

PRODUCT EVANGELISM

SALES ENABLEMENT

CONTENT MARKETING

PARTNERS & ALLIANCES

CUSTOMER MARKETING

PIPELINE GENERATION

CHANNEL MIX

My marketing experience has been fairly varied in the B2B technology industry. I have marketed products as well as services for global target audiences, primarily in the Americas, Europe, Japan, China, and Australia. I've managed multiple digital channels as well as been an active thought leader, speaker, product evangelist and blogger. In my current role I have built a team of 16 specialists, all of whom I have hired personally, trained and mentored over the last 4+ years.

I enjoy thinking strategically, putting together marketing plans and budgets. At the same time, I strongly advocate data-driven analysis and mid-course corrections. I am also someone who believes that marketing leaders should be able to play the role of every manager and individual contributor in their teams. In my next role, I look forward to leveraging my skills in team leadership, product marketing, and evangelism for a SaaS product.

## WORK EXPERIENCE



HEAD OF MARKETING  
JiffleNow, Feb 2014 - Present



SR. PRODUCT MARKETING MANAGER  
Vizury, Jun 2013 – Feb 2014



PRODUCT MARKETING MANAGER  
Adobe, Aug 2011 – Jun 2013



MARKETING MANAGER – BI & ANALYTICS SERVICES  
Cognizant, May 2007 – Aug 2011



SOFTWARE DEVELOPER & BI ARCHITECT  
Infosys, Apr 2003 – Jun 2005

## EDUCATION



B.Tech. (Bachelor of Technology)  
IIT Kanpur, India

*Top 3 engineering schools in India*



MBA (Marketing)  
XLRI School of Business, India

*Top 3 business schools in India*

*"Parth is like the Swiss Army Knife of marketers. He leads a full marketing team -- including SDRs, Product Marketing, Content Marketing, Graphic Design, Field Marketing, and PR."*  
**Thi Thumasatit, Head of Products, JiffleNow**

*"Parth is very passionate about technology & intuitively understands how it creates value. In addition, he is a masterful storyteller. These traits combined make him a strong marketer."*  
**Subra Krishnan, SVP - Products, Vizury**

## CAREER HIGHLIGHTS



### HEAD OF MARKETING

- In ~4 years I've hired a team of 15 people, increased website visits by 9x, and marketing qualified lead counts by 9x
- Successfully scaled the company from 30 customers to 200+ customers
- Proactively committed to a pipeline target and built a sales development team that added >4 Million \$ pipeline in a span of only 6 months
- Spoken at numerous conferences and webinars (also along with customers) as the company's key evangelist in the event marketing industry
- Contacted and hired by Accel Partners, managed board relations with Accel Partners, Sequoia Capital & Silicon Valley Bank
- Read my blog series on the [CMO's first 30 days at a tech startup](#)



### SENIOR PRODUCT MARKETING MANAGER

- Completely revamped their corporate website in 4 months. The project was featured as a content marketing case study on JumpContent.
- Delivered a sales toolkit within 1 month of joining. It had a 100% approval rating and adoption from Sales teams based in 8 different countries
- Given charge of marketing function and expanded the team to 4 people (demand gen, content marketing, design) within 3 months
- Developed a design theme & visual identity for the company



### PRODUCT MARKETING MANAGER

- Spot Award for conceptualizing and implementing the [#WriteRight campaign](#)
- Special recognition by Adobe for [keynote address](#) delivered at STC India Annual Summit
- Saved >\$400K in ad investments by using Adobe Analytics and Salesforce data to establish that Facebook ads were yielding no pipeline or revenue
- 5-10% QoQ increase in lead volumes
- Trebled the [Facebook community](#) membership and [Twitter](#) following organically within six months
- Developed a network of Adobe Partners across US, Europe and APJ



### MARKETING MANAGER

- Helped grow the business revenue by 3X to >\$1Bn over a period of 4 years
- Hired and grew the BU marketing team to 10 members (content marketing, analyst relations, graphic design)
- Fastest promotions in peer group with a Tier-1 performance rating across all four years

*"We love him. He has set the benchmark for our before-after analogy for any specialist hire."*  
**Chetan Kulkarni, CEO, Vizury**

*"He is always looking at new ideas and new ways to promote not only his company's products, but also thought leadership."*  
**Danielle M. Villegas, Adobe Partner**

## USEFUL LINKS / REFERENCES

### Keynote addresses:

[Landscape of 1:1 Meetings in Healthcare Events](#)

[3 ways to look at the future: perspectives from a writer, reader & marketer of content](#)

### Slideshares:

[How to create a fundraising message that works](#)

[Marketing for startup founders](#)

[10 things startups can do without a CMO](#)

[10 cool things marketers can do with data](#)

### Videos:

[Abstract video - We Are The #Eventprofs](#)

[Explainer video – Jifflenow](#)

[Future of Technical Communication – Adobe](#)

[Customer video – Latane Conant, CMO of Appirio](#)

[Customer video – Ryan Francis, Director of Marketing at Appirio](#)

[Customer video – with Eva Lin, Marketing Manager at OBDesign.com](#)

[Customer video – with Sandy Ozdemir of Namshi.com](#)

### Websites:

Jifflenow: [Before I joined](#) | [After re-design](#)

Vizury: [Before I joined](#) | [After re-design](#)

Adobe: [#WriteRight microsite](#)

### Blogs / Whitepapers:

[All LinkedIn blogs](#)

[My five part blog series on the CMO's first 30 days in a startup](#)

[When Marketing Storytelling Crosses Over To Lying](#)

[The CMO Can End The Sales and Marketing War](#)

[Why Do We Work?](#)

[Is Retargeting really a creepy stalker?](#)

[Whitepaper: 3 Steps to Significantly Higher Event ROI](#)

[Whitepaper: Industry-driven Retargeting](#)

*"Parth's presentation was very different. It was both informative and witty...I hope the Ad-men in MasterCard are listening. Priceless. If there was any marketing done, it was done very tastefully. Looking forward to hear him speak again.."*

**Nibu Thomas, Event Attendee**

*"He combines a distinctive talent for combining a solid understanding of the situation being assessed with a well-written and well-documented description of the situation, insights, and recommendations.."*

**James Jeude, VP at Cognizant**