

# Michael Marolda

Product Marketing Leader

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Melrose, MA, USA

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## SUMMARY:

Accomplished product marketer with extensive experience in developing and executing strategic marketing initiatives for start-ups, and data analytics companies. Experience with product messaging, positioning, persona development, sales enablement, driving thought leadership and achieving product-market fit across various verticals, including life sciences and CPG industries, as well as horizontals, like marketing and sales..

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## WORK EXPERIENCE:

### Senior Product Marketing Manager, Data-as-a-Service

ZoomInfo, Waltham, USA; April 2025 – Present

- Acted as the product marketing lead for Data-as-a-Service product supported messaging & positioning, campaign development, and pipeline generation
- Led the process change for product releases in the data organization from unsupported to monthly releases including new/quality-focused data updates and the release of new data sets
- Managed the Data Universe campaign for ZoomInfo targeting large enterprises with use cases like TAM analysis, Churn Risk Detection, Upsell/Cross-Sell, and Account Prioritization

### Senior Product Marketing Manager

Tellius, Remote, USA; January 2022 – August 2024

- Developed product messaging, positioning, and ICP for AI-powered business intelligence platform
- Messaging and content development for core product and industry-specific use cases including life sciences, CPG, as well as horizontal-focused use cases
- Responsible for marketing strategy on product launches including messaging, positioning, email/social activities, webinar and more activities for new releases and the launch of the G, Kaiya
- Crafted compelling content for the entire sales funnel including eBooks, technical white papers, thought leadership blogs, webinars, and videos
- Started and actively manage competitive intelligence program including research, sales enablement, and competitive asset development (battlecards, competitive positioning webpages, etc.)
- As part of the Analyst Relations function, worked on the Gartner BI & Analytics MQ leading to a Visionary ranking for 2 years

### Senior Product Marketing Manager

Starburst Data, Boston, MA, USA – December 2020 – December 2022

- Developed initial value and persona-based positioning and messaging for Starburst's fully managed solution, Starburst Galaxy
- Responsible for developing messaging differentiation, product launch marketing, content development, and a key input on the GTM strategy for Starburst Galaxy
- Created powerful content for both Starburst Enterprise and Galaxy including PR, blogs, solution briefs, data sheets, infographics, website copy, videos, and newsletters to drive organic SEO, increase engagement, and add more prospects to the funnel
- Developed competitive intelligence program including battlecards, sales enablement updates, and critical positioning against newly developed offerings for key competitors

## Senior Product Marketing Specialist

Qlik, Newton, MA, USA – November 2014 – July 2020

- Developed brand awareness partnerships with high visibility media companies including Fortune, Time, MarketWatch, the Telegraph, NCAA, PGA.com, Turner Sports, the National Post, Euronews and more
- Provided project management leadership to brand partnership engagements including gathering requirements for projects, managing a team of developers and delivering a final product
- Worked on messaging with the company's global communications, social, brand and campaigns teams
- Led the design and execution of the central-hub of the company's annual in-person and virtual customer conference, QlikWorld/Qconnections
- Provided regular company-wide updates on newly developed use cases, features and demos via communications including email newsletters, podcasts and videos

## Inside Sales Executive

Datamarket, Cambridge, MA, USA – January 2013 – October 2014

- Helped to formulate the company's GTM strategy including pricing, contract terms, marketing considerations and more
- Developed and executed an email campaign strategy to touch key prospective clients at major global companies
- Provided introductory demos to a wide-range of prospective clients from many Fortune 500 and global companies
- Worked with management to build the company's messaging through detailed discussions with internal stakeholders and outside experts
- Assisted with the transition process when acquired by Qlik

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## EDUCATION:

**Bachelor's Degree in Economics & Political Science** – September 2002 – May 2006

University of Vermont, Burlington, VT, USA

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## ACTIVITIES:

**President** – May 2024 – Current

Roosevelt Elementary PTO, Melrose, MA, USA

**Volunteer/DJ** – 2007 – Current

88.1 WMBR FM, Cambridge, MA, USA