

KIMBERLY GRETТА

Senior Product Marketing Manager

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PROFILE

Senior Product Marketing Manager with deep expertise in go-to-market strategy, product positioning, and pipeline acceleration for B2B SaaS, cybersecurity, and emerging technology companies, from pre-Series A startups to regulated enterprise environments. Known for translating technically complex solutions into clear buyer narratives that shorten sales cycles, strengthen market positioning, and drive measurable revenue outcomes. Collaborates directly with founders, product leaders, and sales teams to align product strategy, market messaging, and revenue growth.

EXPERIENCE

Founder & Fractional Marketing Executive | Kimberly Gretta LLC Nov 2023 – Present
Advisory and consulting practice serving startups and growth-stage companies across cybersecurity and emerging tech. Key client engagements below:

Fractional CMO | EntropiQ Jan 2025 – Present
Post-Quantum Security Platform

Architected EntropiQ's go-to-market launch, building positioning, demand infrastructure, and investor narrative for a post-quantum cryptographic platform in an emerging cybersecurity category.

- Secured the first 20 beta customers within a single month of product launch, while simultaneously establishing strategic partnerships with Equinix, Amentum and the Alabama AI Center of Excellence.
- Built a projected \$7M+ enterprise pipeline within two months of product release through integrated demand programs spanning webinars, email, landing pages, and content.
- Owned end-to-end GTM execution developing positioning frameworks, solution briefs, technical collateral, sales enablement assets, and executive thought leadership across social media, industry publications, and speaking engagements.
- Led Series A readiness, shaping investor narrative, competitive framing, and GTM story contributing to an estimated 20x increase in investor engagement toward a \$50M+ raise target.
- Built and managed a contracted marketing team delivering technical and executive-facing content that clarified the product's value proposition and accelerated early market adoption.

Fractional CMO | Global Infrastructure Solutions – Quantum Solutions Practice Jan 2025 – Present
Cybersecurity & Critical Infrastructure

Engaged as a strategic marketing partner to founders and technical leadership across the GIS Risk and GIS QSP portfolios translating advanced security and tactical intelligence capabilities into market-ready narratives for enterprise, federal, and defense audiences where clarity of positioning directly impacts pipeline and credibility.

- Defined buyer segmentation, positioning frameworks, and differentiated value narratives for emerging security and intelligence offerings, partnering with founders and technical leadership to ensure messaging aligned with product capabilities and roadmap.
- Led executive communications strategy developing market sizing, category framing, and GTM narrative aligned to early-stage revenue objectives and partner ecosystem positioning.
- Built and guided a contracted marketing team to deliver sales enablement and partner-facing assets including solution briefs, product overviews, and competitive positioning to support enterprise, government, and system integrator pipeline growth.
- Partnered with technical leadership to align product roadmaps with market and buyer needs and ensure consistent messaging across sales, partner, and digital channels.

Fractional Director of Content Marketing | Vistory Secure

Fed 2024 – Jan 2025

Additive Manufacturing Encryption Security Platform

Led U.S. market entry and full rebrand of Vistry Secure, repositioning the company from a EU cybersecurity firm into a trusted digital manufacturing and encryption partner for U.S. federal, defense, and commercial markets, establishing the messaging architecture needed to compete under ITAR, EAR, and FedRAMP regulations.

- Drove a 200% increase in qualified web traffic within six months through targeted content, use cases, and executive messaging for secure manufacturing and encryption buyers.
- Orchestrated a dual-site brand architecture and redesign in partnership with EU and technical teams, achieving a 75% surge in organic traffic and materially improved keyword rankings.
- Established and scaled the client's social media presence from scratch, developing content guidelines and posting framework that drove 60% growth in engagement.

Marketing Director | NXT1

Jan 2023 – Dec 2025

Cloud-native, secure-by-design, AI-powered SaaS delivery platform for regulated and enterprise environments.

Led marketing for NXT1's market entry, defining ICP, building the positioning framework, and constructing the demand engine that converted inbound product adoption into qualified pipeline across DevSecOps and compliance-driven buyer segments.

- Defined product positioning, buyer personas, and competitive differentiation across DevSecOps and compliance segments, partnering with sales and executive leadership to embed product marketing directly into revenue motions and align sales enablement and campaign strategy to early-stage growth objectives.
- Directed integrated GTM execution across demand generation, paid media, content, and analytics to drive free-trial signups and downstream pipeline growth.
- Led the end-to-end redesign and relaunch of the NXT1 LaunchIT website, restructuring messaging and SEO architecture to increase qualified organic traffic by 35% within six months.
- Built a technical thought leadership and pillar content framework that increased average time on page by 37%.
- Introduced product education and video content strategy, driving 20%+ lift in site traffic and 15%+ increase in average session duration.
- Implemented attribution dashboards and performance reporting to drive funnel efficiency and pipeline velocity.

Senior Marketing Manager | RockITek

Aug 2021 – Dec 2025

Cybersecurity-focused solutions provider and distributor serving enterprise, federal, and public-sector organizations.

Owned portfolio-level marketing across a complex ecosystem of cybersecurity and secure SaaS partners (including PKWARE, Janusnet, QuintessenceLabs, SecureAuth, Yubico, and XSOC), aligning messaging, demand, and ABM programs to partner-led revenue growth.

- Architected and executed a multi-session PKWARE security webinar series that generated 200+ registrants, 40% average attendance, and \$1.2M+ in influenced pipeline.
- Built XSOC's marketing function from the ground up, establishing ICP definition, core positioning, and initial demand engine that supported early partner traction and qualified pipeline.
- Expanded and operationalized ABM programs in close partnership with sales, architecting an ICP-driven demand engine that prioritized 100+ high-value accounts and improved pipeline velocity and intelligence across partner-led motions.
- Built and optimized lead nurture programs to strengthen sales readiness and improve marketing-to-sales handoff.
- Led development of a mobile-optimized website and integrated chat-based lead capture to improve inbound conversion and buyer engagement.

Product Marketing Manager | WellAir

Oct 2019 – Aug 2021

Global provider of indoor air monitoring, purification, and disinfection solutions for healthcare, education, commercial, and residential environments.

Stepped into a rapidly expanding market during COVID-19 and built the product marketing, demand, and sales enablement infrastructure to capture it, leading commercialization across UV-C disinfection, HVAC-integrated air treatment, and portable air sanitization solutions across healthcare, education, and enterprise markets.

- Executed campaigns that increased product visibility by 30% and generated \$2.8M in incremental sales revenue, supporting rapid adoption across regulated markets.

- Led full GTM strategy and launch execution for the Novaerus Defend 1050 multi-product solution, coordinating a 19-person cross-functional team across press, analyst briefings, and campaign execution.
- Partnered with sales and finance to align lead generation forecasting with ARR targets and pipeline objectives, improving MQL-to-SQL conversion by 15% through targeted competitive positioning and buyer-specific content.
- Drove 20%+ increase in web traffic within three months and improved customer retention by 18% through A/B testing, segmentation, and conversion optimization programs.
- Led corporate and product rebrand from strategy through launch, taking a multi-million dollar company through full repositioning within a 120-day timeline.

Channel Marketing Manager | Tallan, Inc.

Jan 2017 – Sep 2019

Custom software and digital transformation firm specializing in AI/ML, cloud solutions, and application modernization for healthcare, enterprise, and government clients — acquired by EY in 2023.

Supported enterprise demand for AI and cloud solutions, supporting cross-functional GTM and demand programs while building the marketing infrastructure needed to drive pipeline and market adoption.

- Led cross-functional GTM programs for AI/ML solutions across healthcare, enterprise, and commercial markets contributing to \$1.5M in new pipeline and a 22% increase in qualified adoption, spanning digital, content, webinar, and field event channels across priority accounts and industry verticals.
- Devised and executed an end-to-end B2B webinar and GTM program for an AI-driven healthcare intake chatbot, driving an 18% increase in market adoption and a 33% rise in sales revenue.
- Built messaging architecture, battlecards, case studies, and sales decks to sharpen competitive differentiation across enterprise buyers.
- Drove a 40% increase in customer satisfaction ratings over six months through structured survey and feedback programs that informed product and marketing improvements.

Earlier Roles: Community Outreach Marketing Manager, Launch Trampoline Park CT (2016–2017) | Marketing Manager, Mike's Famous Harley Davidson (2014–2016) | Marketing Coordinator, Landscape Architects and Site Planners (2011–2014) | Office Manager & Marketing Assistant, Webgains / ad pepper Group (2010–2011)

CORE COMPETENCIES

Go-to-Market Strategy & Execution | Product Positioning & Messaging | Full-Funnel Demand Generation | Sales Enablement | Account-Based Marketing (ABM) | Pipeline Development | Content Strategy & Thought Leadership | Competitive Intelligence | Partner Marketing | U.S. Market Entry | Category Creation | Investor Narrative | SEO & Conversion Optimization | Cross-Functional Leadership

TOOLS & TECHNOLOGY

Analytics & SEO: Google Analytics (GA4), Google Tag Manager, Google Search Console, Looker Studio, Supermetrics, Power BI

Marketing Automation & CRM: HubSpot, Salesforce, Pardot, ActiveCampaign, Mailgun

ABM & Sales Intelligence: Apollo.io, Demandbase

Paid Media: Google Ads, LinkedIn Ads, Meta Ads, Reddit Ads, Gartner Digital Markets

Web & CMS: WordPress, Elementor, UiCore Framework

Design & Creative: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Figma, Jasper

EDUCATION

Temple University, Philadelphia, PA — Advertising (2008–2011)

California Design College, Los Angeles, CA — Graphic Design (2007–2008)