

KIMBERLY GRETNA

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PROFILE

Marketing leader specializing in go-to-market strategy, product marketing, and content-led narrative development for high-growth B2B organizations. Leads GTM execution for product launches and U.S. and international market expansion, driving early enterprise traction and repeatable pipeline development. Experienced in aligning positioning, full-funnel content strategy, demand programs, and sales enablement to move offerings from launch to initial revenue. Known for translating complex products into clear market narratives and thought leadership that support adoption, buyer readiness, and long-term growth.

EXPERIENCE

Founder & Fractional Executive of Marketing, Kimberly Gretta, LLC	11/2023-Present
Serve as fractional CMO and senior marketing advisor to startups and growth-stage companies across cybersecurity, secure SaaS, and post-quantum security. Own end-to-end go-to-market strategy across organizations, spanning U.S. and international market launches, commercialization, and expansion planning. Notable projects include:	
EntropiQ, Fractional Marketing Executive	01/2025-Present
<ul style="list-style-type: none">Lead GTM strategy and partner-aligned launches for EntropiQ, supporting 5–10 beta customers and strategic partnerships with Equinix and Amentum, contributing to a projected \$7M in early enterprise pipelineCrafted product positioning for EntropiQ's post-quantum security platform, translating complex entropy and cryptographic concepts into clear, deployable value for enterprise and government buyers.Partnered with executive leadership to develop Series A investor narrative, decks, and market storyBuilt both technical and non-technical customer and investor-facing content, translating post-quantum security concepts into clear value propositionsDrive market narrative development and executive messaging, translating complex cryptographic platforms into differentiated value propositions and resulting in an estimated 2–3× increase in investor engagementPartner with founders and C-suite leaders on Series A readiness, delivering market sizing, competitive framing, and GTM materials supporting \$50M+ raise targetsDirected and assisted in content strategy and creation to support category education, demand generation, and early-stage market adoption	
GIS, Fractional Marketing Executive	01/2025-Present
<ul style="list-style-type: none">Led product marketing and strategic messaging initiatives across the GIS Risk and GIS QSP portfolio, translating advanced security, post-quantum, and tactical intelligence capabilities for federal, defense, and critical infrastructure audiencesPartnered with founders, product, and technical teams to define positioning, buyer segmentation, and differentiated value narratives for emerging offerings including GIS Risk and GIS QSP initiativesDeveloped sales enablement and partner-facing materials including solution briefs, capability overviews, and competitive framing to support government and System Integrator pipeline progressionSupported executive communications through market sizing, category framing, and GTM narrative development aligned to early-stage growth objectivesWorked cross-functionally to align technical roadmaps with market requirements, ensuring consistency across digital, sales, partner, and field-facing messaging	
Vistory Secure	02/2024-01/2025
<ul style="list-style-type: none">Led the U.S. market entry and rebrand of Vistory Secure, repositioning the company from a European cybersecurity firm into a trusted digital manufacturing and encryption partner for U.S. federal, defense, and commercial markets.	

- Directed go-to-market expansion in the U.S. under ITAR, EAR, and FedRAMP constraints, driving a 200%+ increase in qualified web traffic within six months
- Orchestrated a dual-site brand architecture strategy catering to federal and enterprise sectors, achieving a 75% surge in organic traffic and improved keyword rankings
- Authored use cases, solution briefs and executive messaging for secure manufacturing, encryption, and IP protection
- Ran the U.S. website redesign and collaborated with technical and European teams to align GTM execution

Marketing Director, NXT1 01/2023-Present

- Owned the go-to-market launch of LaunchIT, a serverless, FedRAMP-ready SaaS platform for secure software delivery to startups and enterprises
- Led product marketing and market entry, defining positioning, personas, messaging frameworks, and competitive differentiation across DevSecOps and compliance-driven buyers
- Directed GTM execution across demand generation, paid media, content marketing, and analytics to drive free-trial adoption and pipeline growth
- Built educational content programs aligned to product releases and regulatory milestones, translating complex security and compliance concepts for technical and non-technical audiences
- Implemented GA4 and Looker Studio reporting to optimize funnel performance, engagement, and pipeline efficiency
- Maintained a consistent brand and narrative across digital, sales, and partner channels in close collaboration with executive leadership
- Built and operationalized a full-funnel content strategy spanning thought leadership, technical education, and conversion assets to support pipeline velocity and buyer progression
- Partnered with sales and executive leadership to embed product marketing into revenue motions, aligning ICP targeting, enablement assets, and campaign strategy to early-stage growth objectives
- Established a scalable GTM foundation that positioned NXT1 as a trusted secure SaaS platform and drove sustained inbound engagement and pipeline growth.

Senior Marketing Manager, RockITek

08/2021-Present

- Spearheaded portfolio-level messaging, positioning, and content strategy to strengthen brand clarity and competitive differentiation across partner-delivered cybersecurity and secure SaaS solutions
- Architected and launched data-driven, multi-channel demand programs spanning digital, social, email, content, and field channels to expand qualified pipeline within enterprise and public-sector targets
- Expanded and operationalized ABM strategy in close partnership with sales, prioritizing high-value accounts and improving enterprise pipeline velocity across partner-led motions
- Designed customer lifecycle and engagement programs to increase partner loyalty, advocacy, and long-term revenue contribution
- Built and scaled the account-based marketing engine leveraging Salesforce, Pardot, Demandbase, and Apollo to improve targeting precision and sales alignment
- Increased closed-won deals by 20% while improving lead segmentation, pipeline efficiency, and sales conversion visibility

Channel Manager/ Marketing Manager, WellAir 10/2019-08/2021

- Led go-to-market strategy for airborne pathogen mitigation solutions during COVID, including UV-C air disinfection, HVAC-integrated air treatment, and portable air sanitization systems, supporting rapid adoption across healthcare, education, and enterprise facilities
- Managed marketing automation and digital programs with responsibility for a mid six-figure annual budget, executing multiple campaigns per year across awareness, nurture, and conversion stages using Marketo and GA4
- Drove a projected 20–30% increase in product adoption and 25–35% revenue growth during peak COVID demand, contributing to approximately \$2.8M in incremental revenue
- Defined and refined go-to-market (GTM) strategies for new product launches
- Accelerated customer adoption while supporting a ~17% increase in sales revenue

- Implemented sales enablement assets and competitive positioning to support enterprise and regulated-market GTM motions, improving MQL-to-SQL conversion by 10–15%

Channel Marketing Manager, Tallan, Inc.

01/2017-09/2019

- Led cross-functional go-to-market initiatives, executing multi-channel marketing strategies that increased market adoption and revenue growth within healthcare technology
- Constructed messaging frameworks, positioning strategies, and sales enablement assets, including battlecards, case studies, and sales decks to support product differentiation and sales effectiveness
- Conducted market research and competitive analysis to inform GTM strategy, product roadmaps, and campaign optimization
- Directed cross-functional GTM initiatives within the healthcare technology sector, aligning marketing, sales, and product teams
- Devised and implemented an end-to-end B2B webinar program from concept and messaging to promotion, delivery, and follow-up supporting demand generation and sales enablement
- Generated an 18% increase in market adoption and supported a 33% rise in sales revenue through healthcare-focused positioning and targeted GTM rollout

EDUCATION

Temple University, Philadelphia, PA

2008-2011

Pursued: Bachelor of Arts: Advertising

California Design College, Los Angeles, CA

2007-2008

Pursued: Associates of Arts: Graphic Design

SKILLS

Go-to-Market Strategy & Product Launch

Product Marketing & Product Launch Strategy

Marketing Strategy & Execution

Market Research & Competitive Analysis

Brand Strategy, Positioning & Development

Customer & Buyer Persona Development

Demand Generation & Lead Generation

Revenue & Funnel Optimization

Multi-Channel & Integrated Marketing

Marketing Automation & CRM

Digital Marketing & Digital Strategy

A/B Testing, Audience Segmentation

Content Marketing, Value Propositions & Content Strategy

Creative Strategy & Art Direction

Search Engine Optimization (SEO), Generative Engine Optimization (GEO) & Search Engine Marketing (SEM)

Messaging Frameworks & Storytelling

Paid Media (Google Ads, PPC, Online Advertising)

Integrated Campaign Development

Web Analytics & Performance Optimization (Google Analytics)

Project Management

Social Media Marketing

Web & Digital Platforms (WordPress, Web Design)

Cross-Functional Team Leadership

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Budget Management & ROI