

KIMBERLY GRETТА

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PROFILE

Marketing leader specializing in go-to-market strategy for cybersecurity and SaaS platforms in regulated and technical markets. Leads GTM execution for product launches and US and international market expansion, driving early enterprise traction and repeatable pipeline development. Experienced in aligning positioning, demand programs, and sales enablement to move offerings from launch to initial revenue, translating complex security and compliance-driven products into clear market narratives that support adoption and long-term growth.

NOTABLE PROJECTS

Vistory Secure, USA (U.S. Market Launch & Rebrand)

Led the U.S. market entry and rebrand of Vistory Secure, repositioning the company from a European cybersecurity firm into a credible digital manufacturing and encryption partner for U.S. federal and defense 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 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

Result: Established Vistory Secure as a trusted U.S. entity for defense partnerships and laid the foundation for commercial and government growth

NXT1 (Go-to-Market Launch)

Owned the go-to-market launch of LaunchIT, a serverless, FedRAMP-ready SaaS platform for secure software delivery to startups and enterprises:

- Defined product positioning and messaging around DevSecOps integration and compliance automation
- Performed multi-channel demand programs across paid search, social, and industry platforms
- Built educational content programs aligned to product releases and compliance milestones
- Implemented GA4 and Looker Studio reporting to optimize funnel performance and pipeline efficiency

Result: Launched a scalable GTM foundation that positioned NXT1 as a trusted secure SaaS platform and pushed strong inbound engagement and pipeline growth

EntropiQ (Go-to-Market and Series A Launch)

Led go-to-market and investor marketing initiatives for EntropiQ, a post-quantum Entropy-as-a-Service platform delivering hardware-verified randomness for cloud and edge security:

- Positioned the platform as a cloud-agnostic entropy broker for quantum-safe encryption
- Partnered with executive leadership to develop Series A investor narrative, deck, and market story
- Built technical and investor-facing content translating post-quantum security concepts into clear value propositions
- Launched early digital demand programs to support brand validation and inbound interest

Result: Delivered GTM and investor readiness assets that unified technical innovation with market opportunity and supported Series A positioning

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 5 organizations (including Vistory Secure, NXT1, and EntropiQ), spanning U.S. market launches, commercialization, and expansion planning
- Lead GTM planning and partner-aligned launches for EntropiQ, supporting 5–10 beta customers and strategic partnerships with Equinix and Amentum, contributing to an projected \$7M in early enterprise pipeline
- Drive market narrative development and executive messaging, translating complex cryptographic platforms into differentiated value propositions and resulting in an estimated 2–3× increase in investor engagement
- Partner with founders and C-suite leaders on Series A readiness, delivering market sizing, competitive framing, and GTM materials supporting \$50M+ raise targets

Marketing Director, NXT1

01/2023-Present

- Led product marketing and market entry for LaunchIT, defining positioning, personas, messaging frameworks, and competitive differentiation
- Directed GTM execution across demand generation, content marketing, paid media, and analytics to support free-trial adoption and pipeline growth
- Crafted cybersecurity narratives addressing DevSecOps, compliance automation, and secure software delivery for technical and non-technical audiences
- Fostered and maintained a consistent brand identity across digital, content, sales, and partner channels in collaboration with executive leadership

Senior Marketing Manager, RockITek

08/2021-Present

- Spearheaded messaging, positioning, and differentiation to strengthen brand clarity in competitive markets for our partner solutions
- Designed and initiated data-driven, multi-channel campaigns across digital, social, email, content, and offline channels
- Devised and expanded ABM strategies in partnership with sales to drive pipeline growth from high-priority accounts
- Developed customer engagement programs to support loyalty, advocacy, and long-term growth for our partners
- Produced and achieved a targeted account-based marketing (ABM) strategy leveraging Salesforce, Pardot, Demandbase, and Apollo
- Increased closed deals by 20% and improved lead segmentation and pipeline efficiency

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 an 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
- Led 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	Business & Market Expansion Strategy
Digital Marketing & Digital Strategy	Brand Management & Brand Identity
Content Marketing & Content Strategy	Creative Strategy & Art Direction
Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	Messaging Frameworks & Storytelling
Paid Media (Google Ads, PPC, Online Advertising)	Integrated Campaign Development
Web Analytics & Performance Optimization (Google Analytics)	Marketing Automation & Email Marketing
Social Media Marketing	Web & Digital Platforms (WordPress, Web Design)
Cross-Functional Team Leadership	Adobe Creative Suite (Photoshop, Illustrator, InDesign)