

Brian Marchetti

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Senior Product Marketing Manager

Summary:

6+ years of experience in Product Marketing and development in IP driven companies such as United Airlines, and Panasonic, and world class digital marketing agencies such as Wunderman Thompson. Successfully developing digital products and go-to-market strategies and thriving in fast paced, rapidly evolving ecosystems with changing consumer behaviors. Passion for delivering innovative experiences and frictionless consumer journeys by understanding business requirements and building a balance between consumer-focused design and technology. In aggregate, I've led products that have generated \$75M in revenue.

Expertise in taking products from conception, through launch and into live operations. Passionate about leading cross-functional teams and identifying emerging product opportunities to drive consumer and business value.

Skills:

Product Marketing, UI/UX, Roadmap and Feature Development, Focus Groups, Harnessing Design Intuition, User Stories, In-app Analytics & Data, Content Strategy and Development across digital platforms, Problem Solving with Ambiguous Data, Frictionless Consumer Journey, Senior Executive Leadership Presentations, Developer Relations, Agency Management, Cross Functional Leader, Business at Scale, Digital Marketing, Campaign Management, Digital Production, Mobile Insights

Tools: Jira, Confluence, Trello, InVision, Figma, Sketch, App Annie, Tableau, Adobe Suite & Microsoft Office

Interests: Singer (professionally trained), Bernedoodle Dad, Fitness Coach, World Traveler with 42 countries visited

Work Experience:

Panasonic Avionics Corporation
Product Marketing Manager

Sept '21 - Present

Responsibilities:

- Own the end-to-end GTM strategy, product positioning & execution for a portfolio of industry leading SaaS products designed to allow airline's to reduce costs, improve passenger experience, and shorten time needed to make updates and changes to their seatback entertainment systems
- Define the marketing materials to build go-to-market campaign, including: campaign strategy and roadmap, product positioning, target audiences, creative platform, unique selling propositions, key messaging, and creative guidelines
- Create a consistent and compelling narrative across channels and product lines, maintaining strong messaging hierarchy and effective content strategy plans
- Develop a customer journey map and messaging that addresses user needs, pain points, and objections, as well as inspires them to take action
- Foster deep cross-collaboration between Product, Engineering, Marketing, Comms, Sales, and Developer teams

- Effectively organized tactics and execution using Jira and Confluence to ensure teams were aligned and moving together with the same strategic vision

Impact:

- Saved over \$27M through building the GTM strategy for IP "no-code" / "drag and drop" SaaS-based software framework for seatback entertainment GUI screens - saving airlines 18-24 months of development work
 - **2023 Recipient of PAX Tech Magazine Award for Innovative Technology**
 - **This was a first of its kind product in the entire airline industry to be brought to market**
- Achieved more than 90% customer conversion rates post launch by developing solution oriented messaging and positioning and a robust GTM plan for a new multi-sided ecommerce platform allowing not only for customers to make product purchases from their seats, but for brands to build storefronts that airlines can offer onboard
- Developed, implemented and led the product demo and training program (which consisted of brochures, sales decks, one-pagers, demos and video content library) for the Sales Enablement team for the entire product suite, which leading to an increase in sales by \$15M in its first year
- Partnered with Executive leadership to build capabilities, and best practices for operating a campaign post-launch and into live operations

Wunderman Thompson

Jun '20 - Sept '21

Product Marketing Manager (Client: Samsung)

Responsibilities:

- Brought onto to be the Product Marketing Manager for GTM strategies and integrated campaigns for Samsung's key home entertainment and home appliance suite of products
- Liaison between the Samsung team and Wunderman Thompson creative team
- Built product messaging and compelling assets for use in marketing, sales presentations, thought leadership and management communications
- Cross functional leader that managed the tactical team with mentorship and influence to drive best-in-class execution across various channels and creative to promote the narratives that advance product position
- Influenced and presented product features and success metrics to executive level leadership across the Samsung senior marketing team
- Lead social media strategy for high profile campaign launches for Halo (Microsoft/Xbox), Red Notice (Netflix), and Cyberpunk 2077 (CD Projekt Red)

Impact:

- Developed and launched process to onboard in-house Samsung customer service reps onto Samsung brand channels to optimize the customer journey when experiencing product issues and/or concerns.
- Lead strategist on a campaign called, "Beyond The Box", to showcase Samsung's portfolio of Lifestyle TVs. Initially developed and slated for social media only, the campaign surpassed 100% of the KPIs to gain the attention of top leadership who requested the campaign be expanded across CRM (email) and Web, as well. Links: [Terrace TV](#) // [The Premier Laser Projector](#)
- Key stakeholder in working with the Creative team to adapt a Samsung Global campaign for cordless vacuum cleaners to speak more to US-based audiences
 - After the campaign launch, product sales for Samsung cordless vacuums increased more than 4,000%

- Success of this campaign led to Wunderman moving from the social media agency of record to the lead agency of record for the Home Appliance division

United Airlines

Jan '16 - Jul '20

Product Marketing Manager | Social Media Strategist

Responsibilities:

- Hired to help the United Airlines Marketing team understand their customers within their target segments and buyer personas (including by talking regularly with current and prospective customers), and serve as an advocate for their needs in order to shape go-to-market strategy
 - Held multiple deep-dive brainstorm sessions with the UA sales team to understand their pain points to make sure that we spoke to those solutions in our marketing.
- Developed the social media engagement playbook, structuring the when, how, and why the social media team should be engaging on social media channels.
 - Playbook ranged from processes and procedures of how our social media software (Khoros) functioned and the best practices on how to use it internally, and when conversations should be escalated to management and crisis comms teams.
 - This increased customer sentiment by 23% YOY
- Developed digital go-to-market strategies and performance based tactics across web, social and mobile.
- Conducted research of trends and technologies to integrate into product roadmap to drive value for business and marketing teams
- Secured buy-in for product and social plans from cross functional teams by articulating objectives and strategies that are backed by insights and data
- Communicated roadblocks, risks and opportunities and developed solutions for executive stakeholders during weekly meetings
- Educated and organized internal teams and agencies using SCRUM methods to ensure best in class design and development

Impact:

- Acted as social media lead for "Social @ The Airport", a program developed to provide real-time engagements with customers traveling through any of United's hub airports, based on social media geo-fencing tactics and keyword social listening. One instance was even picked up by the [Chicago Tribune](#)
- Helped increase impressions across all social media platforms by 300% and increased customer sentiment by 23% YoY through the development and implementation of the UA Social Engagement Playbook

Education & Certifications:

Master of Science (M.S.), Integrated Marketing

Northwestern University, Evanston, IL

Bachelor of Science (B.S.), Liberal Arts

The New School, New York, NY

PMC Level V

Pragmatic Institute