

**Amit Bhan - Product Marketing Lead**

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**PROFESSIONAL OBJECTIVE**

Find a role on a product or marketing leadership team that holds responsibility for driving revenue growth, product development and adoption at a mission-driven tech company (Manager/Sr. Manager, Product Marketing and Strategy)

What I'm really good at	What I love
<ul style="list-style-type: none"><li>● Global experience (US &amp; APAC)</li><li>● Deep understanding of technology and passion for storytelling and marketing</li><li>● Quick learner: develop mastery (both technical and non-technical)</li><li>● Expert collaborator: bring cross-functional teams together behind a single business goal</li><li>● Adaptable: thrive in ambiguity, creative and innovative</li><li>● Solid experience in:<ul style="list-style-type: none"><li>○ launching and scaling B2B products</li><li>○ market positioning and designing go-to-market strategy</li><li>○ win/loss programs and customer research</li><li>○ Identifying needs/gaps and driving internal alignment for new product development</li><li>○ building and recruiting teams from scratch</li><li>○ using data to identify and validate trends</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Culture:<ul style="list-style-type: none"><li>○ Authentic</li><li>○ Autonomous</li><li>○ Candid</li><li>○ Supportive and collaborative</li><li>○ Transparent</li></ul></li><li>● Leadership:<ul style="list-style-type: none"><li>○ Empowering</li><li>○ Humble and open to feedback</li><li>○ Visionary and charismatic</li><li>○ Strategic, logical and data-informed</li><li>○ Transparent</li></ul></li><li>● Scope: working closely with Product and Sales</li><li>● Products: technology-driven</li><li>● Business ethics<ul style="list-style-type: none"><li>○ Socially responsible</li><li>○ Making positive impact to society</li><li>○ Do the right things</li></ul></li></ul>

**My Must-haves in my next career:**

- Culture: Autonomous, collaborative, people-oriented culture
- Leadership:
  - Visionary and charismatic leaders
  - Experienced line manager who is empowering, strategic, and open to feedback
- Product: Technology-driven companies that are near or post Product-Market Fit
- Scope:
  - Growing users or revenue
  - Working closely with Product and Data
  - Clear ownership of business impact

**My career goal**

- I'm considering pursuing one of the following options in my next role:
  - Leadership / Manager role in Product Marketing / Marketing
  - IC - Product Manager
- At either:
  - A new department in an established tech company
  - A high-growth tech company