

TOM YATES

tom@yatestown.com
415.490.7542

<https://www.linkedin.com/in/txyates>
Las Vegas, NV (or hybrid/remote)

PRODUCT MARKETING LEADER WHO DRIVES GROWTH

Multiple successes growing revenues up to ~\$100M annually. Core competency is marketing and product strategy for B2B enterprise software in AI, analytics, IoT, and security. Able to decipher complex market dynamics, technical challenges, and customer needs and clearly articulate in easy to digest ways. Extensive international marketing and product experience.

KEY ACCOMPLISHMENTS

- Founded two companies, Anjin.AI and Nubix.io, raised over \$2.5MM in Venture Capital
- Grew Operational Intelligence business at TIBCO to ~\$100MM/yr.
- Positioned Rocana as IT analytics leader (recognized as Gartner Cool Vendor), acquired by Splunk.
- Optimized Norton Antivirus call center operations; improved KPIs a minimum of 25%.
- Turned around IPLocks via product line consolidation; 5 consecutive growth quarters and acquisition.

CMO/CPO (Founder)

Anjin.AI

2023 – now

AI solution using RAG architecture and ML for marketing content generation and campaign analysis.

- Developed LLM integration with customer-specific document embeddings using langchain, llamaindex, HuggingFaces; implemented agent-based validation of output for fact-checking and anti-hallucination.
- Performed prompt engineering to optimize content output elements (length, tone, audience level, ...).
- Implemented ML algorithms (SVM, XGB, etc in Python with sklearn) for data analysis
- Used our custom RAG-based Gen AI system to create websites, blogs, & social media posts

Product Marketing Consultant

Aventi Group

2021 – 2023

Consulting for security companies with SIEM, XDR, CTEM, Vulnerability Assessment, Patch Management, and Ransomware solutions.

- Implemented Content Marketing programs; wrote web content, data sheets, blogs, sales presentations, pitch decks.
- Developed Go-To-Market (GTM) plans and sales enablement materials; emphasis on positioning and objection-handling with detailed support points based on competitive and market analysis.
- Executed *voice of the customer* research to: validate messaging; identify purchase drivers; and assess sales processes.

CMO/CPO (Founder)

Nubix

2017 – 2020

Container platform for ARM devices bringing DevOps agility to IoT and edge applications. Now Atym.io.

- Launched SaaS platform for developers to build, package, and deploy IoT applications using containers.
- Executed marketing and product activities (AR, PR, demand generation, lead generation, product planning, & customer service); landed key customers ADLink, ABB, Schlumberger, and more.
- Managed customer service & support; developed IoT apps such as oil-field Tank Level Monitoring solution.
- Closed \$2.7M in seed funding from Bee Partners, Tuscan Capital, Chevron Ventures, Engage Ventures, and others.

Senior Director, Product Marketing

Rocana (acq'd by Splunk)

2015 – 2016

Big Data (Hadoop) IT and security analytics start-up backed by Google Ventures and General Catalyst.

- Implemented AR and PR campaigns improving reach >100x via podcast appearances, influencer blogs, and research reports.
- Executed Account-Based Marketing (ABM) using highly-targeted Google Adwords, Twitter ads, and other content distribution channels to drive awareness and engagement in target accounts.
- Wrote sales presentations, white papers, data sheets, web content, and digital marketing content; ghost-authored for execs.

Operational Intelligence Product Marketing

TIBCO Software

2014 – 2015

Global leader in integration software; created Operational Intelligence product line and grew to ~\$100MM/yr

- Pivoted acquisition from security to IT Operations Analytics (ITOA) and built a new GTM plan.
- Ran global marketing team, managing ~\$1MM annual budget for Lead Generation, Content Marketing, AR, PR, and international events/tradeshows resulting in:
 - YoY pipeline increase >300%.
 - YoY lead increased by ~400%
 - Lowered event Cost Per Lead (CPL) by ~25%.

EDUCATION

Bachelors of Science, Mathematics & Psychology, University of Pittsburgh
Marketing Strategy Certificate, eLearning, Cornell University