JUAN LUGO

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EDUCATION

San Jose State University **August 2016 - July 2019**
Bachelor's, Business Global Leadership

PROFESSIONAL EXPERIENCE

Sliq **November 2021 - Present**
Sr. Product Marketing Manager *San Jose, CA, USA*

- Lead strategic marketing leadership and portfolio go-to-market strategy for professional services and growth-stage clients, translating customer needs into customer value propositions and qualified pipeline across high-trust verticals.
- Advise clients in legal, medical practices, blockchain, fintech, and venture capital, applying market intelligence and market segmentation to shape positioning and campaign frameworks that support adoption and revenue outcomes.
- Design full-funnel growth systems spanning brand stewardship, web experiences, AI-powered SEO, content strategy, integrated campaigns, and demand generation, measuring results against business outcomes rather than vanity metrics.
- Translate complex products and market dynamics into clear narratives and engagement models that improve advisor and client adoption, shorten sales cycles, and expand platform or service usage.
- Establish reporting standards for marketing performance and KPIs, creating insight loops that guide optimization, vertical playbooks, and cross-client learning.

Digital.ai **November 2020 - November 2021**
Product Marketing Manager, AI *California (remote)*

- Executed go-to-market strategy for AI offerings, contributing to $68M in first-year revenue and supporting revenue growth through focused product positioning and commercial effectiveness.
- Managed Gartner analyst relationships, securing positive coverage that influenced 15+ enterprise deals and strengthened competitive differentiation and pipeline contribution.
- Translated complex AI and cloud capabilities into clear, benefit-driven technical messaging for DevOps and engineering leaders, supporting product launches with audience-focused positioning.
- Partnered cross-functionally with Product and coached Sales teams to develop sales enablement materials, battlecards, and technical content that accelerated deal velocity and enterprise adoption.

Constellation Network **December 2019 - November 2020**
Product Marketing, Enterprise Data Infrastructure *California (remote)*

- Held a part-time contract (10 hours/week), refining go-to-market strategy and market positioning for an enterprise data network serving financial services use cases; market capitalization rose from $39M to $1.2B during this period.
- Developed sales enablement tools, including pitch decks and technical content, supporting early business growth with financial services and enterprise clients evaluating complex infrastructure and transaction workflows.
- Compiled complex data for technical, commercial, and compliance officers, strengthening platform reliability and readiness for enterprise solutions.

Bitglass **July 2019 - November 2020**
Product Marketing Manager, Cybersecurity *San Jose, California*

- Led product marketing strategy for Bitglass' cloud-native security suite—CASB, DLP, SWG, and ZTNA—supporting product adoption and scaling the portfolio to $16.1M ARR across 500 enterprise customers.
- Developed positioning, messaging, and product differentiation for complex technical products, sharpening competitive clarity and accelerating sales cycles while strengthening Bitglass' market reputation.
- Created sales enablement collateral, solution briefs, and enablement content; led weekly sales calls to capture field insights and refine go-to-market strategy around customer buying behavior.

MyFitnessGo **January 2015 - September 2018**
Principal Product Marketing Manager, B2B2C SaaS Platform *San Jose, California*

- Led product strategy and the product roadmap for a B2B2C SaaS platform, enabling fitness clubs to deliver tailored mobile app experiences and align messaging with market positioning to enhance user engagement and support business growth.
- Translated customer feedback and market insights into feature priorities, validated designs through A/B testing, and informed product roadmap decisions.

SKILLS

Skills: A/B Testing, brand narrative, cloud infrastructure, Communications, Competitive Analysis, competitive intelligence, content development, Cross-Functional Collaborations, Cross-Functional Leadership, customer needs, customer value, demand generation, digital marketing, enterprise SaaS, Go-to-Market Strategy, Marketing, Market Research, Market Segmentation, Messaging, narrative, presentation skills, Product Launches, product lifecycle, Product Management, Product Positioning, Risk Management, Sales Enablement