

JUAN LUGO

Senior Product Marketing Leader

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Summary

Product marketing leader with deep experience positioning fintech and digital infrastructure products for institutional and technical audiences. Built go-to-market strategies, messaging, and sales enablement programs that helped scale products from launch to revenue growth, including an AI platform from \$0 to \$68M in one year, a cloud security suite to \$16.1M ARR, and fintech launches that reached a \$550M market cap in year one. Strong partner to Product, Sales, and technical teams in complex, fast-moving markets.

Key Achievements

- Drove product marketing and go-to-market strategy for Aleph Zero at Necker Ventures, supporting a \$550 million market cap within the first year post-launch.
- Scaled Digital.ai's AI-powered Continuous Testing platform from \$0 to \$68 million in revenue in one year.
- Grew Bitglass' cloud-native security suite to \$16.1 million ARR and 500 enterprise customers.
- Built the growth engine for a B2B2C SaaS platform, driving more than 200% year-over-year in-app revenue growth.

Experience

Necker Ventures

California (remote)

Sr. Product Marketing Manager, Fintech

11/2021 - Present

Led product marketing and go-to-market strategy for multiple fintech portfolio companies. Necker Ventures is an investment capital firm for multiple fintech portfolio companies.

- Led product marketing and go-to-market strategy for Aleph Zero, shaping positioning and launch campaigns that helped support a \$550M market cap within the first year post-launch.
- Built messaging frameworks and market narratives for fintech products, helping portfolio companies communicate value to users, investors, and institutional stakeholders across complex financial workflows.
- Partnered with founders and cross-functional teams to translate complex technical protocols into clear, credible messaging for diverse stakeholder audiences, improving user engagement by 250% and strengthening product understanding in institutional contexts.
- Led Spanish-language market development efforts across Latin America, building community-led product evangelism and supporting regional adoption.

Digital.ai

California (remote)

Product Marketing Manager, AI

11/2020 - 11/2021

Led product marketing for Digital.ai's AI-powered Continuous Testing platform. Digital.ai is a software delivery platform company that helps Global 5000 enterprises accelerate digital transformation.

- Led product marketing for Digital.ai and launched its AI-powered Continuous Testing platform.
- Scaled the product from \$0 to \$68 million in revenue in one year by owning full go-to-market strategy, positioning, messaging, and launch execution.
- Crafted clear, benefit-driven narratives that translated complex AI and cloud capabilities into stories that resonated with DevOps and engineering leaders.
- Partnered closely with Product and Sales teams to create sales enablement materials, battlecards, and technical content that accelerated deal velocity and enterprise adoption.

Bitglass

California (remote)

Product Marketing Manager, Cybersecurity

07/2019 - 11/2020

Bitglass is a cybersecurity company specializing in cloud-native Security Service Edge (SSE) solutions, including Cloud Access Security Broker (CASB), Secure Web Gateway (SWG), Zero Trust Network Access (ZTNA), and Data Loss Prevention (DLP)

- Led product marketing for Bitglass' cloud-native security suite (CASB, DLP, SWG, ZTNA), scaling the product line to \$16.1 million ARR and 500 enterprise customers.
- Developed sharp positioning, messaging, and competitive differentiation that accelerated sales cycles and strengthened market reputation.
- Created high-impact sales collateral, solution briefs, and enablement content while running weekly sales calls to capture field insights and refine GTM strategy.
- Partnered cross-functionally with Product, Solutions Engineering, and Sales to ensure consistent messaging and successful enterprise launches.

Experience

Constellation Network

California (remote)

Part-Time Contract, Product Marketing, Enterprise Data Infrastructure

12/2019 - 11/2020

Led product marketing and strategy for Constellation Network, a high-performance data network for enterprise-scale processing and financial services.

- Refined go-to-market strategy and market positioning for an enterprise data network serving financial services use cases, supporting growth from a \$39M market cap to \$1.2B and strengthening relevance for institutional-grade data and transaction workflows.
- Developed sales tools, including pitch decks and technical content, aiding early business growth with financial services and enterprise clients analyzing complex infrastructure and transactions.
- Translated complex data and infrastructure concepts into clear messages for technical, commercial, and investor audiences, enhancing platform reliability and enterprise readiness awareness.
- Developed strategy to establish credibility in technical markets, focusing on enterprise, financial, and infrastructure sectors.

MyFitnessGo

San Jose, California

Principal Product Marketing, B2B2C SaaS Platform

01/2015 - 09/2018

Led Product marketing MyFitnessGo, a B2B2C SaaS fitness platform connecting fitness facilities with their members through customized mobile apps.

- Owned full product vision, roadmap, and growth engine for a B2B2C SaaS platform that enabled fitness clubs to launch custom mobile apps for members.
- Delivered over 200% year-over-year in-app revenue growth through targeted product marketing campaigns, monetization strategies, and user engagement initiatives.
- Synthesized customer feedback and market insights to prioritize features, validate designs through A/B testing, and drive product roadmap decisions.

United States Air Force

United States

Security & Force Protection Specialist

2008 - 2012

Led security ops & training at Beale AFB/Iraq. Protected high-value assets, managed top-secret access, led training, ensured zero breaches in mission-critical settings.

- Led security operations and force protection for a \$1.92 billion high-value asset facility, maintaining 100% compliance and achieving zero security breaches in high-stakes environments.
- Designed and delivered comprehensive training programs for over 200 Department of Defense personnel focused on security protocols, emergency response, and operational readiness.
- Coordinated cross-functional teams and senior leadership during domestic and international deployments, demonstrating strong leadership and risk management under pressure.

Education

San José State University

08/2016 - 07/2019

B.S. in Business Administration

Skills

Go-to-Market Strategy · Product Positioning & Messaging · Sales Enablement · Competitive Analysis · Market Segmentation · Product Launches · Fintech · Digital Assets · Institutional Messaging · Revenue Enablement · Cross-Functional Leadership · Analyst Relations · Technical Writing · Blockchain · Business Development · Salesforce · HubSpot · Figma · Notion · AI Tools · Positioning & Messaging · Capital Allocation · Venture Capital · Press Relations · Business Development · Supply Chain Management