

JUAN LUGO

Senior Product Marketing Leader

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Summary

I'm a seasoned Product Marketing Leader and founder who specializes in turning complex technical products into clear, compelling stories that drive revenue and adoption. I scaled Digital.ai's AI-powered DevOps platform from \$0 to \$68 million in revenue in a single year, grew Bitglass' cloud security suite to \$16.1 million ARR and 500 enterprise customers, and led fintech positioning for Aleph Zero, helping it reach a \$550 million market cap within its first year post-launch. As Founder & Head of Product Marketing at MyFitnessGo, I built the complete growth engine from scratch and delivered over 200% year-over-year revenue growth. I thrive at the intersection of strategy, storytelling, and execution, bringing founder-level ownership and a proven ability to accelerate growth in fast-moving technical environments.

Key Achievements - Selected results in product marketing leadership, revenue scaling, and successful product launches across AI, cybersecurity, fintech, and consumer brands

- Led product marketing and GTM strategy for Fintech company, Aleph Zero, at Necker Ventures, driving positioning and campaigns that helped the fintech project reach \$550 million market cap within its first year post-launch.
- Scaled Digital.ai's AI-powered Continuous Testing platform from \$0 to \$68 million in revenue in a single year by owning full positioning, messaging, and go-to-market execution.
- Grew Bitglass' cloud-native security suite (CASB + DLP) to \$16.1 million ARR and 500 enterprise customers through sharp positioning, sales enablement, and competitive differentiation.
- Built the complete growth engine as Head of a B2B2C SaaS platform, delivering over 200% year-over-year in-app revenue growth through targeted campaigns and monetization strategies.
- Led Product Marketing & Brand Strategy for Nepsis Studio, creating positioning, narrative development, and go-to-market strategy focused on community growth and competitive differentiation.
- Scaled a premium consumer brand, from concept to Product of the Year recognition within 12 months while driving 300% customer acquisition growth.

Experience

Necker Ventures

California (remote)

Product Marketing Lead, fintech

08/2021 - 10/2024

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 end-to-end product marketing and go-to-market strategy for Aleph Zero (fintech company), driving positioning and campaigns that helped the project reach a \$550 million market capitalization within its first year post-launch.
- Developed positioning frameworks, messaging, and content strategies that supported ecosystem growth and helped secure \$13 million in seed funding across multiple portfolio companies.
- Improved user engagement by 250% by translating complex technical protocols into clear, accessible narratives targeted at developers, investors, and the broader ecosystem.
- Led LATAM expansion in Spanish by forming and leading a regional group of tech enthusiasts who evangelized the product across Latin America. Partnered with founders and cross-functional teams to translate complex technical protocols into clear, compelling narratives for developers and users in the region.

Necker Ventures

Product Marketing Advisor

10/2024 - Present

- Currently serve as ongoing strategic advisor for Necker Ventures' fintech portfolio companies. Provide continued guidance on product positioning, go-to-market strategy, and ecosystem growth.

Experience

Andromeda

California (remote)

Contract Product Marketing Strategist

01/2024 - 06/2024

Served as Contract Product Marketing Strategist to optimize all existing marketing collateral and support ongoing product launches during a critical growth window.

- Launched Andromeda as Contract Product Marketing Strategist, optimizing collateral and messaging. Enhanced positioning, driving momentum to \$480M market cap.
- Led comprehensive optimization of technical content, messaging frameworks, and positioning assets to align with short-term growth objectives.

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 a single 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.

Constellation Network

California (remote)

Product Marketing Lead, Enterprise Data Infrastructure

12/2019 - 11/2020

Led product marketing and go-to-market strategy for Constellation Network, a high-performance distributed data network designed for enterprise-scale data processing and financial services applications.

- Developed go-to-market strategy that boosted enterprise adoption of a high-performance distributed data network built for enterprise-scale data processing and financial services applications.
- Produced sales enablement materials, pitch decks, and technical content assets that strengthened positioning and supported early business development with financial services and enterprise customers.
- Operated a validator node to gain deep technical insight, then translated complex data validation mechanics into clear, compelling stories that improved understanding and engagement for technical and business audiences.
- Built foundational positioning and content engine that drove early market momentum, helping grow market capitalization from approximately \$39 million at the end of my tenure to over \$1.34 billion at its 2021 peak.

Experience

Nepsis Studio

California (Remote)

Product Marketing & Brand Strategy Lead

04/2022 - 10/2024

Led brand strategy and product marketing for Nepsis Island, a pirate-themed UE5 metaverse game featuring PVP e-sports, play-and-earn mechanics. Created a rich, detailed backstory and world narrative.

- Defined and led the overall brand strategy and product positioning for Nepsis Island, a pirate-themed UE5 metaverse featuring PVP e-sports, play-and-earn mechanics, in-game reward incentives, and deep lore.
- Directed cross-functional collaboration with developers, designers, writers, and industry veterans – including legendary game developers from MicroProse and game dev experts from Moxy – to deliver core gameplay, world-building, and the technical roadmap.
- Created the foundational narrative and storytelling framework, including the official lore series “Forgotten Tales 1: Nepsis – an Introduction,” to build emotional connection and long-term community engagement.
- Developed comprehensive go-to-market strategies focused on community growth, play-and-earn mechanics, and microtransactions, while conducting competitive analysis of Fortnite, Sea of Thieves, and the broader pirate genre.
- Directed cross-functional collaboration with developers, designers, writers, and external partners (including MicroProse veterans and dev teams) to align product features, brand messaging, and user experience.
- Built customer-driven growth initiatives leveraging incentives and shared in-game value to increase user engagement, retention, and brand advocacy among a global gaming audience.

MyFitnessGo

San Jose, California

Founder & Head of Product Marketing, B2B2C SaaS Platform

01/2015 - 09/2018

Led MyFitnessGo, a B2B2C SaaS fitness platform connecting fitness facilities with their members through customized mobile apps. Served as both Head of Product Marketing and de facto Product Manager.

- 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

Strengths & Platforms

Spanish	Native	●●●●●	English	Native	●●●●●	Hubspot	Expert	●●●●●
AI Tools	Expert	●●●●●	Salesforce	Proficient	●●●●●	Figma	Proficient	●●●●●
Notion	Proficient	●●●●●	Sales Enablement Tools	Expert	●●●●●	Product Analytics Tools	Proficient	●●●●●
GTM Strategy	Expert	●●●●●	Product Positioning & Messaging	Expert	●●●●●	Storytelling & Content Creation	Expert	●●●●●