

Max Studer

Product Marketing Lead | Cybersecurity, AI, B2B SaaS

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SUMMARY

Six years building and scaling product marketing programs that turn complex products into messaging that earns attention and revenue, most recently leading go-to-market for a global cybersecurity company selling to CISOs and security leaders. Builds the AI marketing infrastructure that lets a small team launch at scale.

See my work in action: maxstuder.com · Password: MeetMax26

AREAS OF EXPERTISE

Positioning and Messaging | Product Launch and Go-to-Market | Sales Enablement | AI-Enabled Marketing Systems
Competitive Intelligence and Win/Loss | Customer Research and Analytics | Customer Evidence and Content

EXPERIENCE

Resilience | Product Marketing Lead Jan 2025 to Sep 2026

Led product marketing for the full portfolio, including Resilience Edge, the flagship cyber risk quantification platform.

- Owned positioning and messaging across the portfolio, governed as one source so sales, content and demand generation told the same story. Supported 30% year over year subscription growth and 90%+ retention.
- Led launches end to end for 7 core capabilities in 2026, from roadmap planning with product and engineering through messaging, enablement and adoption tracking, with 2 beta programs feeding customer input to product.
- Defined positioning for Resilience Arc, a new multi-entity cyber risk product, and drove its go-to-market motion to \$1M+ in first-year sales.
- Trained 100+ sales, underwriting and customer stakeholders per release, arming them with battlecards, objection handling, demos, talk tracks and 20+ verified customer case studies from a program built from scratch.
- Generated \$6M+ in marketing-attributed pipeline and influenced 80+ deals with the first global partner campaign.
- Built a 6 system AI marketing workflow spanning messaging, competitive intelligence, launch, case studies and distribution, tripling output at half the resources and cutting case study development from two weeks to two days.
- Ran the competitive and win/loss programs, interviewing the teams behind 20+ wins and feeding findings into messaging, raising deal conversion 10%+ quarter over quarter.

Veritas Technologies | Senior Product Marketing Specialist Nov 2021 to Dec 2024

Product marketing for enterprise cloud data management and protection, sold globally to CIOs and cloud architects.

- Led the global launch of Veritas Alta Data Protection, owning go-to-market strategy, positioning and messaging across product, engineering, demand generation and sales, reaching 140% of first-year revenue target.
- Built a cloud sales play with buyer profiles, objection handling and competitive cards against Rubrik and Cohesity, then trained 1,000+ field reps, lifting cloud sales activity 15%.
- Created 30+ whitepapers, case studies and webinars that drove 50K views and \$20M in marketing pipeline in a year.
- Turned upgrade telemetry into a customer program with customer success and product, lifting version adoption 15%.

Agent3 | Technical Marketing Manager Aug 2020 to Nov 2021

- Owned account-based marketing programs for Salesforce, Autodesk, Pure Storage and Alation, turning product capabilities into persona messaging, content and sales prioritization tools; lifted content engagement 30%.

RingCentral | Product Marketing and Content Strategist (Contract) Jun 2020 to Jul 2020

Built enablement content and product value propositions for SMB and enterprise buyers.

Salesforce | Associate Product Marketing Manager, AppExchange May 2019 to Aug 2019

Led the AppExchange customer story program, delivering three customer success stories from one-on-one interviews.

EDUCATION

University of Southern California, Marshall School of Business | B.S. Business Administration, Minor in Cinematic Arts