

Drew Piland, MBA

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Senior B2B SaaS PMM who turns technical product capability into revenue narrative and the field systems that execute it. 8+ years aligning executives on the category story, then arming reps to win the deal across CI/CD, software delivery, and security platforms.

PROFESSIONAL EXPERIENCE

CloudBees Inc., Raleigh, NC,

March 2022 - May 2026

Senior Product Marketing Manager

- Repositioned CloudBees from "Jenkins company" to enterprise control plane for software delivery governance, aligning CEO, CMO, and Co-Founders on the identity shift and anchoring it in Gartner MQ and Forrester Wave submissions
- Drove +26% ARR on a \$45M product line by reframing the category: enterprise buyers weren't shopping for release orchestration; they needed governance as delivery scale and compliance pressure grew
- Shaped roadmap to converge feature management, release orchestration, and policy engine into a single progressive delivery platform, validating the control plane narrative with product and engineering
- Reached 75% rep adoption with a custom GPT knowledge system (trained on competitive intel, sales plays, and positioning) that gave reps answers mid-deal instead of waiting on a manager, accelerating pipeline
- Defined launch tier strategy and GTM cadence cross-functionally, and owned product marketing collateral end-to-end (sales decks, one-pagers, messaging guides, analyst submissions), partnering with design to turn capabilities into benefit-led field assets

Lenovo, Morrisville, NC

August 2020 - March 2022

NA Software Product Marketing Manager

- Segmented a 30-vendor software portfolio into 3 strategic pillars, establishing security as the primary growth opportunity and defining vendor prioritization across Absolute Software, SentinelOne, and Secret Double Octopus
- Built a job-to-be-done sales tool and playbook enabling reps to match solutions to buyer roles, identify coverage gaps, and drive upsell; partnered with product to define embed vs. add-on bundling strategy

NA Services Marketing and Enablement Manager (Microsoft CSP)

- Drove +272% YoY revenue for Microsoft cloud services by building win intelligence and SDR outreach systems with automated lead scoring; unlocked MDF investment and enabled sales to prioritize accounts

International Business Machines (IBM), RTP, NC

June 2018 - August 2020

Go-to-Market Product Marketing Manager

- Led GTM for \$125M+ alliance partnership portfolio across IBM's infrastructure services and emerging technology offerings
- Orchestrated joint product development across IBM and Akamai, aligning stakeholders from both companies with competing priorities and resources, to launch the first integrated solution in the alliance's 20-year history: a Zero Trust Network Access offering launched and presented at IBM Think 2020
- Built Managed Applications Academy, an on-demand certification program in partnership with global sales enablement; launched a monthly "What's New" cadence that scaled to 200+ sellers, and later scaled across IBM

Citrix Systems, Raleigh, NC

Summer 2017

Product Marketing Intern: ShareFile

- Delivered retention and growth analysis across 1,000+ SaaS accounts; presented to VP leadership, shaping lifecycle and expansion strategy

SKILLS

Core PMM: GTM Strategy & Execution | Product Positioning & Messaging | Launch Planning | Competitive Intelligence | Customer & Market Research | Segmentation | Thought Leadership

Alliance & Partner Marketing: Co-marketing Strategy | OEM/Technology Partnerships | Partner Enablement | Ecosystem GTM | Joint Messaging | MDF Management

Leadership: Cross-Functional Alignment | Stakeholder Management | Executive Communication | Sales Enablement | Analyst Relations (Gartner, Forrester)

Tools & Methods: ChatGPT | Claude Code | Jira | Salesforce | Wynter | Navattic | GitHub

EDUCATION

North Carolina State University, Jenkins Graduate School of Management, Raleigh, NC 2018
Master of Business Administration (MBA), Marketing and Innovation Management concentrations

North Carolina State University, Poole College of Management, Raleigh, NC 2012
Bachelor of Science, Business Administration (BSBA), Marketing and MIS Concentrations, cum laude

CERTIFICATIONS & PROFESSIONAL RECOGNITION

- Product Marketing Alliance: GTM Masters, Messaging, Stakeholder Enablement, and AI for PMM certified
- Pragmatic Institute: Foundations and Market Certified (2020)
- Industry Presenter: PlatformCon (2024), Raleigh DevOps Days (2024), and IBM Think (2020)
- Attained IBM Super Learner status, leading Managed Apps BU with 111 hours of self-education (2019)