

Nate Sullivan

startup-veteran & B2B SaaS product marketing leader

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118 Third Street

South Orange, NJ

15+ years in marketing & product figuring out how to communicate complicated things in a way that makes sense to the people who need to understand them most. See more at <http://www.natesullivan.com/work-portfolio>.

Work History

Founder & CEO, Resolution (2022-present)

- Scenario-modeling/what-if machine designed to answer years of my own growth & business strategy questions
- Built & managed every aspect of the business; site, video assets, development, help/documentation, sample content, case studies

VP, Product Marketing, Botify (2020-2022)

- Led effort to reposition company from "technical SEO tool" to a full fledged brand-discovery solution to facilitate move upmarket
- Built feature release process, aligning Marketing, Product, Services, and customer facing teams
- Led rollout of new pricing plans, plus the launch of enterprise-focused "SpeedWorkers" product; increased ACV 10x in 2 years
- Frequent speaker/host for webinars, sales training sessions, onboarding materials, company communications, etc.
- Company raised Series C in 2022

Director of Marketing, Gooten (2019-2020)

- Consistently hit revenue & growth goals despite cutting almost all paid customer acquisition
- Built out and managed a lean, focused marketing team of 3
- Refocused the revenue-share based business on established stores and away from larger numbers of low-value hobbyist users
- Managed the development of an all-new website to support new business and migrated entire product catalog system to a CMS

Senior Director of Marketing, FiscalNote (2015-2019)

- Grew management responsibilities from a single PMM to a full stack marketing team of 16 covering product marketing, content, events, demand-generation, and brand/PR
- Rebuilt lead scoring and qualification from the ground-up with Sales Operations team
- Led complete visual re-brand and new site buildout integrated multiple acquired brands including CQ Roll Call
- Led category creation efforts with Government Relationship Management (GRM) in 2016, Issues Management in 2018
- New positioning and sales support lead to 10x ACVs by 2018 with \$250k+ deals from Cargill, McDonalds
- Company went public in 2023

Director of Product Marketing, Contactually (2014-2015)

- Responsible for supporting organic revenue growth, automated onboarding, messaging
- Company acquired by Compass in 2019

Co-Founder, Efficiency Exchange (2012-2014)

- Early stage startup; work included everything from fundraising, to product management, to demand generation

Product Marketing Manager, Bamboo Solutions (2008-2012)

- Company's first product marketing role
- Extensive content creation, wrote documentation, marketing copy, video scripts, email campaigns, etc.
- Constant connection point between R&D and revenue teams

Technical Writer, Astro-Med (now Astro-Nova) (2005-2006)

- Wrote, designed, and managed production/inventory of documentation and printed reference manuals for a dizzying array of hardware & software

Education

University of Richmond, Class of 2004, B.A. (Political Science)