

# MATT STOCCO

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## SKILLS

Product Marketing

GTM Planning

Content Development

Leadership

Strategic Planning

Sales Enablement

Competitive Intelligence

Partner Marketing

Project & Program Management

Cross-functional Communication

## MEMBERSHIPS

### PRODUCT MARKETING ALLIANCE

Executive Member

### PROJECT MANAGEMENT INSTITUTE

Member

### PMM OFFICE HOURS

Community Member

## EDUCATION

### PRODUCT MARKETING CORE

Product Marketing Alliance

### HONOURS BACHELOR OF ARTS AND BUSINESS

Specialization in Marketing

University of Waterloo

## PROFESSIONAL PROFILE

A dynamic and motivated marketer with a proven record of developing successful programs, assets & projects. Continuously focused on having a holistic approach to marketing is always top priority in building product, field, partner, or brand programs. Skilled in building cross-functional teams with exceptional communications skills, and making critical decisions. Leadership that is adaptable and transformational with an ability to work independently, while developing product marketing programs by working relentlessly to further exceed organizational goals.

## EXPERIENCE

### SENIOR PRODUCT MARKETING MANAGER

Axonify | April 2022 – present

- My scope of work includes all GTM planning, execution and follow-up for Axonify's product suite, verticals and AI offerings. In addition, I also manage our competitive intelligence program, and all aspects of partner marketing for our strategic partnerships.
- Proven Product Marketing Leadership by successfully bringing to market the acquisition of Nudge, and building new story and product positioning to support a much larger solution.
- Product marketing lead for Axonify's March 2023 brand and product relaunch. I built all of the product messaging and in-market story to support the launch, and post-launch initiatives.
- Successfully re-launched competitive intelligence program to entire company with goal of increasing usage of competitive information and tools. This has been successful as competitive tools are at their highest usage rate in company history, and more in-deal requests are being fulfilled and completed.
- Launch of new strategic partnership with Achievers to many customers and full enablement package to support in-deal conversations.
- Leading a full partnership story GTM plan relaunch to support an expanded focus

### PARTNER PROGRAM MANAGER

Axonify | July 2019 – April 2022

- Built and developed Axonify's partner marketing and communication programs. Additionally I lead the partner enablement program and developed individual marketing programs for our reseller partners.
- Demonstrated product marketing expertise through building and executing Axonify's integration story and GTM plan for several partner integrations including SAP, UKG, Zebra, and others. These programs were successful in helping to close multi-million dollar deals.
- Proven leadership in launching new marketing and enablement platform (Seismic) to entire company and partner network. This has transformed our Sales' team agility and has successfully resulted in a 95%+ participation rate.
- Developed, built pipeline, and executed several large international virtual events across multiple timezones and countries for partner resellers. Achieved 90%+ satisfaction rate amongst attendees.
- Executed successful co-marketing campaigns for partner resellers resulting in achieving above target MQLs.
- Demonstrated creativity by developing new ideas to make partner program engaging such as building custom videos, graphics and ensuring a message of partnership and empathy with every communication.
- Working with partners on their overall sales strategies in their market and ensuring different international differences are accounted for.

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## TECHNICAL SKILLS

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Microsoft Office Suite  
Salesforce  
Illustrator  
Photoshop  
Premiere  
Seismic  
Crayon  
Truvoice  
Primary Intelligence  
Slack  
G Suite

### PRODUCT MARKETING PROGRAM MANAGER

OpenText | Feb 2018 – July 2019

- Lead development of go-to-market programs for product launch, try and buy, product awareness, partner product, product sponsorship, and event programs for enterprise content, experience content and analytics SaaS offerings.
- Analyze campaign results to help develop new strategies to increase impressions for field marketing and event campaigns
- Develop and build product assets & messaging that communicates features and benefits for customers and partners.
- Build and execute enablement programs for sales and partners.
- Lead cross-functional customer journey campaigns to ensure that the correct messaging is built. This has led to a 26% increase in lead-generation from FY18 Q3 to Q4.
- Lead strategy and development of sales enablement portal to allow for strategic development of customer centric content.
- Special projects as required such as developing product presentations for c-level executives that have been seen by thousands of customers.

### CREATIVE PROJECT MANAGER

OpenText | May 2016 – Feb 2018

- Lead project and program manager for company-wide rebrand. This included leading development of visual look, brand voice, and overall corporate messaging. Additionally, responsible for overseeing delivery of every asset for this project.
- Demonstrated project management skills through leading creative development of visual assets for web, social, print, video, collateral, events, and executive deliverables.
- Lead team of designers and copywriters on asset development, and delivered these assets on time and with the highest quality.
- Was responsible for overseeing and delivering assets for OpenText's executive level priorities which included the company's 25th anniversary celebration, hosted events such as Enterprise World 2016 & 2017, and umbrella level corporate messaging assets.

## EDUCATION & OTHER PROJECTS

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### HONOURS BACHELOR OF ARTS AND BUSINESS, MARKETING SPECIALIZATION

University of Waterloo / Sep 2010 – April 2015

- Graduated with a dual degree of Honours Arts and Business and Social Development, specialization in marketing.
- Business courses included brand management, services marketing, digital design and international business.
- Featured student for both the Arts & Business and Social Development Studies programs at the University of Waterloo for the 2013 – 2015 academic years.