

# Daniel Levy

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Growth-minded product marketing executive who leads with transparency and integrity; drives strategic positioning, market-driven innovation, and data-informed GTM strategies through hands-on leadership of cross-functional global teams.

## EXPERIENCE

### **VP, Product Marketing, Camunda - Remote**

July 2021 - 2026

*Camunda is a global leader in process orchestration, empowering organizations to operationalize AI through its innovative SaaS platform.*

- Built and scaled a high-performing product marketing team, directly contributing to ARR growth from \$25M to over \$150M, achieving prestigious "Centaur" SaaS status in late 2024.
- Developed and structured a multi-faceted go-to-market (GTM) strategy and team, driving successful execution across diverse motions, including Product-Led Growth (PLG), value-driven Sales-Led Growth (SLG), and targeted industry solutions.
- Collaborated closely with Gartner and Forrester to influence the creation of new industry categories—including Gartner's BOAT market and Forrester's Automation Fabric—and successfully elevated "Process Orchestration" as a recognized category among leading industry analysts.
- Directed strategy and execution of a world-class analyst relations program earning nearly 70 research mentions across Gartner, Forrester, and IDC, and securing Camunda's inaugural placement in the 2023 Forrester DPA Wave with the highest strategy score, surpassing Microsoft, ServiceNow, Appian, and other industry leaders.
- Led successful go-to-market launches for all major platform releases, ad-hoc SaaS feature releases and monthly alpha releases, aligning positioning, messaging, and sales enablement to accelerate adoption and revenue growth.

### **Senior Director, Product Marketing, Applitools - Remote**

Feb 2020 - July 2021

*Applitools is a late stage startup that delivers the next generation of test automation powered by Visual AI.*

- Spearheaded the go-to-market strategy at Applitools, leading to a successful acquisition by Thoma Bravo in March 2021 for \$250 million, achieving a 10x revenue multiple.
- Elevated analyst relations, leading regular briefings and engagements with Gartner, Forrester, and IDC, leading to inclusion in first ever Gartner Market Guide for AI-augmented Software Testing (note: inclusion ~5 months after departure).
- Launched two new products and multiple major releases of the popular Applitools Eyes platform.
- Repositioned core product into a unified platform, aligning sales enablement and messaging to accelerate revenue growth.
- Drove sustained organic search growth through strategic content and SEO initiatives, despite COVID-19 disruptions.
- Published featured articles in RWW, Jaxenter, and Dev.to, elevating brand thought leadership and market awareness.
- Improved customer conversion rates by optimizing product onboarding experience in collaboration with product teams.
- Boosted brand visibility through consistent, product-centric PR initiatives.

### **Senior Director, Product Marketing | Devtools Pricing & Bundling Strategy, Telerik/Progress - Remote**

2017 - Feb 2020

*Progress (NASDAQ: PRGS) builds software products for app development, testing, and deployment. Progress acquired Telerik in 2014. Prior roles included director positions in Product Marketing (Interim), Business Development, Global Sales, and an individual contributor in Sales Engineering.*

- Led auto-renewal strategy and implementation, driving a ~5% increase in renewal rates and generating over \$3M in incremental revenue.
- Led customer validation efforts and oversaw execution of a revised bundling strategy, driving stronger market alignment and revenue growth.

### **as Director of Product Marketing | Product Management, Testing & ALM, (2012 - 2017)**

- Product owner for the popular Test Studio testing automation platform and the Fiddler debugging tool.
- Spearheaded analyst relation efforts resulting in Telerik's first Gartner Magic Quadrant appearance, with Test Studio receiving "visionary" placement in back-to-back GMQ reports.
- Surveyed and analyzed data from 600+ users using the Van Westendorp price sensitivity model and used analysis to develop and implement a unique SaaS monthly pricing model that has become a popular option for new subscribers.
- Collaborated on interactive mockups for a critical feature redesign (in-browser recorder) for Test Studio. Interviewed customers and iterated on feedback resulting in the final UI launching on-time, on-budget and to positive feedback.
- Served in an interim role overseeing Developer Platforms. Mentored product marketing team to help create and execute the 2016 go-to-market strategy for 10 products under the developer platforms umbrella.
- Manage overseas Product/Product Marketing resources. Conduct virtual meetings with senior members of engineering team in Telerik's Sofia, Bulgaria office and frequently travel to Sofia for in-person meetings.

- Presented at multiple industry conferences worldwide including EuroStar, StarEast, StarWest.
- Hosted sales enablement training sessions which became the model for Telerik's new sales enablement team.
- Developed roadmaps for three major and three minor product releases each year, all delivered on-time/budget.
- Responsible for product positioning, roadmaps, public facing content, and customer journey.

**as Director of Global Sales, Testing / Sales Engineer (2010 - 2012)**

*Internal start-up that grew to a multi-million dollar business unit.*

- Created and tuned operational workflows for newly formed sales organization
- Crafted/ delivered technical presentations, hosted webinars, authored blog content, and assessed potential business partnerships while holding overall responsibility for customer journey.
- Hired, trained, and managed five sales reps over two years with consistent quarter over quarter sales growth.
- Worked cross-functionally with engineering, demand gen, field marketing, enablement, solutions marketing, business intelligence, events, and executive leadership.

**Product Manager, MembersFirst, Inc., - Wayland, MA**

2005 - 2010

*MembersFirst develops a cloud-based marketing platform that facilitates communication between private clubs and their members.*

- Served as Product Owner for the platform. Developed product roadmap, requirements, user stories, and wireframes.
- Managed internal teams including IT, customer support, and engineering (interim).
- Created and launched an SEO program successfully implemented for 40+ clients. Ran SEO professional services.

**Co-founder, EyeOnEntry - Needham, MA**

2001 - 2005

*Early stage startup that produced a visitor management software platform for government and corporate clients.*

- Worked with Co-founder in "stealth mode" to bring the initial product to market in under three months.
- Responsible for product management, marketing, and sales engineering—including creation of marketing materials, sales collateral, and website—driving successful go-to-market execution and securing marquee clients such as General Dynamics, Lehman Brothers, and St. Lucia Jazz Festival. Delivered hands-on client engagement, from initial pitch to post-sale support.

**SKILLS** Agile methodologies, Aha, Airtable, Anthropic Claude, Asana, Balsamiq, Confluence, Crayon, Github Issues, G-Suite, Hrefs, Jira, Klue, MS 365, Miro, Open AI, Productboard, Salesforce, SEMRush, Slack, Tableau, Trello, Wordpress.

**EDUCATION, CERTIFICATION, & OTHER**

University of Massachusetts - Amherst, MA

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