

# STEVEN ERICKSON



## Product Marketing Manager

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## SUMMARY

Product Marketing Manager with 10+ years of success driving full-lifecycle GTM strategy and product commercialization for global organizations. Expert at owning market entry strategies, including the launch of e-commerce platforms, by translating technical features into value-based positioning and compelling sales enablement tools. Proven ability to leverage competitive intelligence and customer insights (NPS/VoC) to drive product adoption, accelerate sales efficiency, and maximize revenue impact.

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## PROFESSIONAL EXPERIENCE

### Digital Enablement Manager, *Lenze Americas*

January 2025 - Present

- Owned the GTM and product strategy for a B2B e-commerce relaunch, defining value-based feature requirements through primary research to maximize long-term customer retention and revenue stability.
- Engineered a strategic B2B e-commerce roadmap that enabled the business to reallocate 3 headcounts from Customer Service to a newly formed Inside Sales department; this shift directly increased sales efficiency and provided high-touch support for revenue-generating opportunities.
- Established product positioning and messaging in collaboration with Sales and Product teams, transforming customer data points into feature launches that drove a 15% increase in product adoption across key B2B segments.
- Defined competitive positioning for digital product offerings by conducting a landscape analysis of industrial automation competitors, resulting in a refined value proposition that differentiated our platform's experience from legacy market players.
- Owned the commercialization of a real-time VoC program by engineering automated feedback triggers that prioritized at-risk accounts for immediate intervention; accelerated sales responsiveness and protected revenue by ensuring critical customer insights were instantly surfaced to business leaders for rapid resolution.
- Developed complex sales workflows using AI to deliver faster, more accurate customer insights to the sales organization; improved sales efficiency by reducing administrative tasks and equipping the team with the data needed to drive revenue-generating conversations.

### Digital Experience Manager, *Lenze Americas*

March 2022 - January 2025

- Pioneered the development of digital sales enablement tools for a complex portfolio of 800+ product variants, transforming an 18-character technical nomenclature into an intuitive selection sales tool; this increased brand mindshare among North American distributors, positioning the portfolio as the preferred first-choice.
- Defined product positioning and messaging for a high-impact webinar series in collaboration with Product and Channel teams, translating technical specs into commercial-ready content that educated 80+ partners per session on new launches to maintain a consistent presence in the distributor sales funnel.
- Architected and scaled an indirect channel e-commerce strategy that accelerated digital sales growth; under my leadership, the platform catalog expanded to include 8 additional product series and 10,000+ new SKUs, significantly reducing friction in the multi-channel purchasing journey.
- Visualized and executed user journey frameworks to inform the digital customer experience strategy, ensuring design decisions were directly mapped to product adoption goals and measurable business outcomes.

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### Marketing Programs Specialist, *Lenze Americas*

July 2018 - March 2022

- Directed the GTM strategy for the North American relaunch of a B2B e-commerce platform on SAP Commerce Cloud, leveraging primary user interviews and persona development to influence global design decisions.
- Owned the GTM strategy for distributor-facing digital tools, driving a 37% increase in content engagement and improving partner sentiment to accelerate product adoption across North American channels.
- Accelerated the adoption of HubSpot Marketing Automation by architecting user segmentation via active lists and designing end-to-end webinar workflows with automated registration and follow-up sequences.
- Managed the lifecycle of integrated marketing programs for a vast network of distributors, ensuring consistent brand positioning and messaging across all regional channels.

### Associate Brand Manager, *LendingClub*

April 2016 - June 2018

- Gathered industry data and trends to support strategic development of lead generation marketing campaigns.
- Managed launches and longer-term maintenance of marketing campaigns in various channels.
- Leveraged internal data, lead primary market research initiatives, and accessed secondary research.
- Identified product, process, and pricing improvements and recommended new media sources.

### Regional Marketing Coordinator, *DENTSPLY Implants*

April 2014 - April 2016

- Organized local educational programs, tradeshow activities and facility tours.
- Developed targeted marketing collateral for sales reps consistent with the corporate brand.
- Provided practice development and co-marketing support for key accounts.

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## TECHNICAL SKILLS

Product Positioning	GTM Strategy	Competitive Intelligence	Sales Enablement
Project Management	Data Analysis	MarTech Platforms	UX Research

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## EDUCATION

### Nanodegree, *User Experience, Udacity*

April 2020 - June 2020

Three month course covering research fundamentals, prototyping, and analyzing performance of designs.

### Bachelor's Degree - *Marketing, Southern New Hampshire University*

August 2011 - May 2014

- GPA: 3.89, Magna Cum Laude
- Honor society: Delta Mu Delta