ADI SUKANI

Senior Product Marketing Manager | Technical GTM | Positioning & Messaging | B2B SaaS
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PROFESSIONAL SUMMARY

Senior Product Marketing Manager with 5+ years driving go-to-market strategy across enterprise cloud, connectivity, cybersecurity, SaaS, developer platforms and payments. Delivered €15M+ in pipeline across EMEA, 42% YoY pipeline growth across 8 markets and a **60% increase in sales win rate** against competitors by turning complex technical capability into positioning that wins deals. Known for using customer and competitive data to sharpen messaging and aligning Product, Sales and Engineering around measurable outcomes.

CORE COMPETENCIES

Go-to-Market Strategy • Product Positioning & Messaging • Launch Execution & KPIs • Pipeline & Revenue Impact • Competitive Intelligence • Win/Loss Analysis • Sales Enablement • Technical Content • Cloud & SaaS • Cybersecurity • Developer Platforms & APIs • AI Model Evaluation • Executive Communication

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager — **Ethos AI**
2026 – Present

- Influenced and sourced pipeline from launches and campaigns: approximately **$8M to $15M per year**, around **25% to 35% of total pipeline**
- Achieved a win rate uplift of **+5% to +12%** on deals using PMM-created content versus deals without it
- Reduced sales cycle length for target segments by **10% to 20%** (2 to 4 weeks on a 90-day cycle)
- Achieved **30% to 45% feature adoption** within 60 days of launch for core features
- Improved landing page conversion from 2% to 4% through messaging iterations
- Increased outbound reply rates by **15% to 30%** using tested messaging
- Maintained a competitive win rate of **55% to 65%** against named competitors
- Achieved **70% to 85% enablement content usage** across the sales team; reduced rep ramp time by 2 to 4 weeks

Product Marketing Manager — **Vodafone Ireland**
2022 – 2026

- Architected GTM strategy for enterprise cloud and cybersecurity (**€50M revenue opportunity**), delivering **42% pipeline growth YoY** across **8 EMEA markets** and repositioning against AWS and Microsoft Azure.
- Developed differentiated messaging and competitive playbooks for **12+ enterprise products**, driving a **60% increase in sales win rate** (verified across 200+ closed deals).
- Led cross-functional launch of a flagship connectivity solution, generating **€8.2M in pipeline within 90 days** through collateral, buyer-journey mapping and a sales enablement kit.
- Refined positioning for 3 customer personas using 40+ customer interviews and win/loss analysis, improving lead-to-opportunity conversion by **35%**.
- Deployed a sales enablement program (battle cards, ROI calculators, comparison tools) adopted by **95% of the sales team**, contributing to a **28% improvement in average deal size**.
- Managed a **€2.1M annual budget** across 6 campaign cycles, delivering a **240% ROI** through webinars, analyst relations and customer advocacy content.

Associate Product Marketing Manager – Platforms & Payments — **Meta, Dublin**
2021 – 2022

- Supported GTM execution for Meta Business Suite and Payment Solutions, launching **2 major platform features** impacting **2M+ monthly active businesses**.
- Drove customer success collaboration delivering a **15% improvement in net retention** and 8 case studies used in the sales process.
- Developed positioning for developer-focused commerce APIs, adopted across an 8-person sales team and used in **50+ customer meetings**; informed by 30+ structured customer interviews.
- Analysed the competitive landscape (Stripe, Square, PayPal) and contributed to a pricing tiering review for a **$50M+ annual payment platform**.

EDUCATION

MSc, International Business Management
NUI Galway, Ireland & Toulouse Business School, France

ADDITIONAL INFORMATION

Eligible to work in Ireland (Stamp 4) • Experience across EMEA and international markets • Strong stakeholder management skills.