

Brett Sheppard

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Hands-on go-to-market lead at B2B product-led companies scaling cost-effectively from US\$1M to \$1+B at Datadog, ServiceNow/DxC, Splunk and Tableau; prior Gartner senior analyst and U.S. DoD data engineer. Expertise in AI, analytics, cybersecurity, DevSecOps & MarTech. Player/coach for high-multiplier 10x teams.

30+ references authored and published on LinkedIn by former managers, peers and direct reports



Nima Kaveh

Senior Director of Product Management at Salesforce

July 6, 2015, Nima worked with Brett in different groups at Splunk

"I had the pleasure of working with Brett Sheppard at Splunk while he was my counterpart in Splunk product marketing. Brett is always ready to put all his energy and stamina to get the job done. He has an in-depth understanding and technical background of Big Data, Analytics and Security markets. **Brett consistently delivered high quality work products and assisted the product management team at every opportunity.** Brett worked a lot of overtime to meet prospects and expand our customer base. Brett is a good fellow; I've gotten to know him both as a colleague and a friend, and would enjoy working with him again."



Adam (he/him) Stephenson

Sr. Director, Global Executive Briefing Program at Palo Alto Networks

September 24, 2009, Adam (he/him) was a client of Brett's at Symantec

"Brett did an outstanding job -- in quality, quantity & reliability. He brought a vast and varied perspective, is a quick and passionate study, and is always able to provide value in a discussion or project. His ability and reliability are consistent, and several times (every time) he was able to step in and **be the hero to close any gaps in content or plan.**"



David Campbell

Vice President of Products at LogMeIn

September 29, 2009, David worked with Brett in different groups at Symantec

"Brett did a great job working with our marketing organization to develop a consistent set of deliverables which required agreement across multiple teams. **Brett is easy to work with, detailed oriented and gets the job done.**"



John Miller

Senior Director - Business Operations, Pricing, and GTM Strategy, Oracle

September 23, 2009, John was a client of Brett's at HP

"I hired Brett to fill a critical role in the marketing function for HP's business intelligence solutions group. **He quickly established himself not only as a key resource on the team and sought after contact from the field but also someone who delivered great content and tools for our field organization.** Brett is a creative and results oriented marketing professional and someone I would look to hire again."



Kannan Govindarajan

Sr. Director/Distinguished Engineer at ServiceNow

June 16, 2016, Kannan managed Brett directly at DxContinuum (acquired by ServiceNow)

"Brett joined us about a year ago to spear-head our marketing efforts. He was instrumental in producing a quantum positive change on our marketing efforts with a well thought-out plan to generate demand for our solution. What specifically stood out for me was the quality of the content that he produced. Brett's core strength is in creating great content, may it be website, data sheets, white papers, webinars, customer decks, etc. **The feedback we got from prospects, partners, and other stakeholders on Brett's content was very positive.** He also raised our profile with analysts in top firms such as Gartner & Forrester. I would whole-heartedly recommend for any senior marketing role."



Peter Evans

Chief Executive Officer, Board member at Patriot One Technologies Inc.

Peter managed Brett directly at Nortel Networks

"Brett is a highly intelligent and detailed oriented pro who has a **unique ability to research and understand multiple disparate pieces of data and develop business strategies, roadmaps, and go-to-market approaches that drive accelerated growth for a company.** Brett can work broadly across complex industries or organizations to consolidate and build consensus for these strategies."



Geno Valente

Area Vice President at Splunk

July 17, 2015, Geno worked with Brett in different groups at Splunk

"**Brett has a talent for listening to customer needs and then driving organizations to delivery on those needs.** I have known Brett for about 8 years. I always respected his feedback and knowledge of existing solutions. He is a great resource for anyone wanting to create, drive, or grow their product strategy and I hope I get to work with him again."

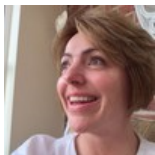


Mitchell Audritsh

Director, Business Development at CACI International Inc

September 23, 2009, Mitchell reported directly to Brett at Nortel Networks

"Brett brought me in as part of his vision to increase the stature of the business unit's competitive and market intelligence capabilities. He had an **innate and quick understanding of the dynamics of the marketplace.** From that, he was not afraid to offer highly relevant and strategic recommendations to business leaders."



Caroline Dennington

Managing Director at Dennington AR

October 9, 2009, Caroline worked with Brett in different groups at Symantec

"It was a pleasure to work with Brett on campaigns Symantec has running. Brett's efficiency and attention to detail is a real credit to him and **his ability to create new ideas is very refreshing.**"

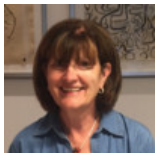


Manish Kalra

Product Marketing Leader

July 17, 2015, Brett worked with Manish in the same group at Splunk

"Brett is a true marketing professional, who understands and excels at the discipline. At Splunk he managed to not only launch a new platform, but single handedly strengthened Splunk's position in the big data and security spaces. His **business sense is backed up with an extensive technical background, and an in-depth understanding of the role of sales.** He was a great co-worker and I look forward to the opportunity of working with him again one day."



Pauline Turski

Founder Marketing4Channels

October 10, 2009, Pauline worked with Brett in different groups

"I enjoyed working with Brett during his time at Symantec. He quickly created some great tools for our channels. He articulated the story very well and listened to what our needs were. **Brett was fun to work with!**"



Ben Werther

Working on something new. Former CEO & Founder of Platfora (acquired by Workday).

May 15, 2012, Brett worked with Ben in the same group

"Brett has a comprehensive understanding of the data space, enterprise IT & security. **He produced compelling content and collateral. His competitive battlecards were highly regarded by the sales team.**"



John Armstrong

Director of Product Marketing at Tigera

November 30, 2009, John was senior to Brett but didn't manage directly

"I worked with Brett during my analyst days at Gartner in the late 90's. **Brett was a highly competent technology analyst who also had business savvy** to manage and drive Gartner's growth in a very competitive environment, and I am pleased to recommend him."



Ben Barnes

Big Data, Analytics & Artificial Intelligence, Edge Computing Independent Advisor, and Consultant
September 23, 2009, Ben was senior to Brett but didn't manage directly

"Brett worked in my HP Business Intelligence Marketing team and **produced excellent materials of very high quality, on time, and within budget**. His work as manager for a competitive replacement program was very good."



Lubo Madolev

Vice President of Sales at Intelligent Wave USA, Inc.
September 23, 2009, Lubo was a client of Brett's

"I am glad to endorse Brett. I always found Brett to be extremely knowledgeable and effective, especially about integrated IT solutions, for analyst and press issues, market intelligence and for web and design services. He is a creative technology leader with strong business sense. **Brett pioneered our marketing & branding services and authoring our initial marketing materials and led us toward a successful expansion of our sales and distributor network across the US, Canada and South America**. Brett has the professional ability and creative style to rejuvenate business technology, marketing, sales and professional services."



Virginia Barasch

Brand, Creative, Content Services at Equinix
September 22, 2009, Virginia worked with Brett in different groups

"**Working with Brett was a pleasure!** I was impressed with his depth of knowledge and ability to apply information both on the tactical level as well as higher-level strategic programs. Specifically, working on various C-level projects and emerging solutions together with Brett proved to be effective as he was an intelligent and responsible addition to our team. He has a great level of accountability, precise communications, excellent project management, and deep knowledge of marketing. I highly recommend Brett for future projects."



Jose Iglesias

Business High Tech Consultant & Independent Director at Self Employed
September 22, 2009, Jose was senior to Brett but didn't manage directly

"Brett is a very thorough and thoughtful individual. He is a great person to work with in that **he is able to distill the technical capabilities into marketing terms which would resonate to a CIO or CISO**."