

Brett Sheppard

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AI-native B2B full-stack marketer scaling profitably from US\$1M to \$1+B at [Datadog](#), [Splunk](#), [ServiceNow](#) and [Tableau](#); prior [Gartner](#) senior analyst and [U.S. military](#) data engineer. **Claude AI certified** for marketing automation. Industry knowledge & technical expertise in AI, data, cybersecurity & DevSecOps observability. Profitable growth ramping marketing from zero to 100+ staff and US\$1M to \$100M+ budgets.

Experience

MARKETING DUNEDAIN, Hanover, NH 2019-present
Head of Product Marketing and Demand Gen

Provided hands-on full-stack marketing & go to market (GTM) in multiple SaaS market segments & geos.

- Head of marketing & dev relations for open-source software build systems vendor: Delivered 3x sales pipeline, new product launches, successful trade shows, technical podcasts & website content revamp.
- Head of marketing for LLM retrieval augmented generation (RAG) vendor: Led 25 marketing & inside sales with US\$5M budget driving 70% ARR growth while reducing % of GTM expenses to revenue.
- Contributions include account-based marketing (ABM), community development, content, demand gen, messaging, press & analyst relations, product launches, sales enablement and strategic storytelling.

DATADOG, New York, NY 2016-2018
Head of Enterprise Marketing and Strategy

Led B2B marketing & sales enablement that grew SaaS DevSecOps annual recurring revenue (ARR) from under US\$50M to \$300M; achieved 8k+ customers, 82% YoY revenue growth and IPO (NYSE: DDOG).

- Launched products & refined messaging from infrastructure monitoring to DevSecOps observability.
- Supported sales to acquire 590 US\$100K & 40 \$1M ARR accounts; marketing & sales 40% of ARR.
- Sales VP: *"Taking a collaborative approach with sales, Brett fleshed out messaging, lead generation, content and events that moved us much higher and wider in our opportunities and accounts."*

DXCONTINUUM (ACQUIRED BY SERVICENOW), Fremont, CA 2016
VP of Marketing and Inside Sales (transition after ServiceNow acquisition)

As "marketing team of one" for AI & data science Series A startup & Salesforce partner, drove 500% rise in MQLs while halving average sales cycle, driving 3X growth US\$3M to \$10M & acquisition by ServiceNow.

- Co-founder and Chief Product Officer: *"Brett was instrumental in a producing a quantum positive change on our marketing efforts with a well-designed plan to generate demand for our solution."*
- Started digital ads, inside sales team, CxO programs, integrated campaigns, ABM & analyst relations.

SPLUNK, San Francisco, CA 2013-2016
Director of Big Data Product Marketing

Led product go-to-market & CxO expansion from log management to big data, cloud and security SIEM.

- 360-degree reviews: *"key driver for customer traction"*, *"content machine"* & *"deep market knowledge"*.
- Personal and team contribution to 3X/year growth to US\$1+B revenue & 13,000 customer milestones.
- Supported partnerships with cloud (AWS, Google Cloud Platform, Microsoft Azure), security specialists (Cisco, FireEye, Fortinet, Palo Alto Networks) & system integrators (Accenture, Cap Gemini, Deloitte).

TABLEAU, Seattle, WA 2010-2013
Senior Manager, Product Marketing

Led technical product marketing as Tableau grew sales from US\$20M to \$100M and IPO (NYSE: DATA).

- Launched Tableau Cloud, Mobile & Server. Led "Human Face of Big Data" lead gen campaigns.

ABSOLUTELY INC, San Francisco, CA 2003-2010
Founder and Head of Marketing Services

Grew lead gen & product marketing service provider to US\$M/year serving Fortune 500 & startup clients.

- Supported Symantec CxO programs & cybersecurity, HP data warehousing, and EMC/Greenplum.
- Authored O'Reilly technical content including [Hadoop tutorial](#) & [T-Mobile data architecture case study](#).

- NORTEL NETWORKS**, Alpharetta, GA and San Francisco, CA 2000-2003
Director of Strategic Marketing and Product Management
 Launched and grew Metro Ethernet business US\$0 to \$774M Ciena acquisition despite dot-com downturn.
- Sales and Marketing SVP: *“Brett has a unique ability to research & understand multiple disparate data and to develop strategies, roadmaps and go-to-market initiatives that drive accelerated growth.”*
 - Led 8 direct reports and team of 40; ranked in top 15% of director-level peers.
- GARTNER**, Tokyo, Singapore and Boulder, CO 1995-2000
Senior Analyst
 Covered analytics, enterprise systems and information security for US\$4B research & advisory leader.
- Authored research on industry markets, customer needs, technology trends, best practices & vendors.
 - Managed junior analysts in multiple countries. Earned top ratings for “client presence” & public speaking.
- INVESTOR RELATIONS CORPORATION**, Tokyo 1994-1995
Financial Analyst and Managing Editor
 Supported 40+% YoY revenue growth; executed 8+ projects/day with zero-errors requirement for 2 years.
- Met tight deadlines, closely supported sales, and promoted to department head with 3 direct reports.
- U.S. DEPARTMENT OF DEFENSE**, Crystal City, VA and the Pentagon 1988-1991
Data Engineer and Analyst, CASDE / DDL Omni Engineering civilian
- During college reconciled financials for fighter jet sales to NATO allies & Japan. Held security clearance.
- MAYNARD ELECTRONICS**, Altamonte Springs, FL 1984-1986
Marketing Analyst
- Worked during high school at data storage provider that grew from garage start-up to US\$50M/year and acquisition by Symantec. Managed relational database, prospect inquiries, and marketing campaigns.

Visit marketingdunedain.com personal website for more details on skills and results.

Hands-on, get-it-done approach with growth mindset 30+ references at [Linkedin.com/in/brettsheppard](https://www.linkedin.com/in/brettsheppard)

- *Hits ground running to deliver immediate results* in lean, fast-paced workplaces while building 10x team
- *Intrinsically motivated self-starter*: accountable, high-energy, flexible and confident but with a low ego
- *Deep analytical capability* combined with broad “M-shaped skills” of creative thinking, narrative & visuals
- *Collaborates company-wide* with execs, board, sales, customers, product, engineers, HR & finance
- *Active mentor including for large, diverse & dispersed team*: align people & activity to company vision
- *Global experience*: lived 6 years in Europe & Asia/Pacific & met customer CxOs onsite in 35+ countries

Cost-effective product marketing & lead gen optimized for each growth stage from US\$1M to US\$1+B

- *Demand generation*: SEO, AdWords, email, webinars, ABM, display ads, ad retargeting & social
- *Product marketing*: messaging, storytelling, emotive selling, personas, content, videos and case studies
- *Community development*: customer forums, meetups, hackathons, podcasts, webinars, field events, etc.

Education

SOFTWARE CERTIFICATIONS

LinkedIn Marketing Strategy, Solutions Fundamentals, and Content & Creative Design (2025)
 HubSpot Certified Marketing Hub, Email, and Reporting (2025)
 Tableau Desktop and Server (2012)

UNIVERSITY OF PITTSBURGH, Pittsburgh, PA Graduated 1994

Master of Arts, Business

Marketing and finance concentration, Asian Studies certificate & U.S. Department of Education fellowship.

UNIVERSITY OF VIRGINIA, Charlottesville, VA Graduated 1991

Bachelor of Arts with Honors and Phi Beta Kappa, Government and Foreign Affairs

Honors program focused on writing, analytics & presentation skills; program admission of top 7 students.