

# Brett Sheppard

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**AI-native B2B full-stack marketer scaling growth** from US\$1M to \$1+B at [Datadog](#), [Splunk](#) and [Tableau](#); prior [Gartner](#) senior analyst and [U.S. military](#) data engineer. Claude-AI-certified to move fast with lean teams. Cost-efficient growth ramping global marketing from zero to 50+ staff and US\$1M to US\$100M+ budgets.

Technical expertise and industry knowledge in AI, cybersecurity, data, enterprise software and observability. Published industry and technology research for Gartner, GigaOm and O'Reilly. Technology industry insights cited by *Businessweek*, *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Wired* and other media.

## Professional Experience

**MARKETING DUNEDAIN**, Hanover, NH

**Head of Marketing and Growth** | visit [marketingdunedain.com/results](https://marketingdunedain.com/results) for additional clients and work samples.

Delivered hands-on full-funnel growth, product marketing & go-to-market in multiple B2B SaaS & cloud markets.

- Head of marketing & developer relations for [Aspect.build](#), commercializing Google's open-sourced Bazel: delivered 3x qualified sales pipeline, new product launches, successful events, podcasts & website revamp.
- Authored lead gen & product marketing for AI-powered human-skills platform [SkyHive by Cornerstone](#): mapped buyer & influencer personas to messaging; led campaigns that delivered 5x qualified leads.
- For autonomous vehicle software [Parallel Domain](#): administered HubSpot & paid ads to double sales.
- Delivered account-based marketing, AI automation, content, demand gen, AR/PR and partner marketing.

**DATADOG**, New York, NY

2016-2018

**Head of Enterprise Marketing and Strategy**

Led product-led growth (PLG) & sales enablement driving DevSecOps observability annual recurring revenue from US\$50M to US\$300M+; achieved 8,000+ customers & IPOed (NYSE: DDOG).

- Launched products & repositioned from infrastructure monitoring to DevSecOps observability.
- Supported sales to acquire 590 US\$100K+ & 40 US\$1M+ ARR accounts with Datadog profitable every quarter.
- 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" at AI and data science Series A startup, drove 500% rise in marketing qualified leads (MQLs) while halving average sales cycle to fuel 3x growth US\$3M to US\$10M & acquisition by ServiceNow.

- Co-founder & Chief Product Officer: *"Brett was instrumental in producing a quantum positive change on our marketing with a well-thought-out plan to generate demand."* Held marketing spend to 10% of revenue.
- Started from scratch digital ads, inside sales, 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 cybersecurity platforms.

- 360-degree reviews: *"key driver for customer traction"*, *"content machine"* & *"deep market knowledge"*.
- Contributed personally & as team lead to 3x/year growth to US\$1B+ 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, Capgemini, 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'ed (NYSE: DATA).

- Launched Tableau Cloud, Mobile & Server. Led "Human Face of Big Data" campaigns for land & expand.

**ABSOLUTELY INC**, San Francisco, CA

2003-2010

**Founder and Head of Marketing Services**

Built and grew a B2B marketing services firm to US\$1M+/year serving Fortune 500 and startup clients.

- Supported Symantec CxO & cybersecurity, HP data warehousing and EMC/Greenplum product marketing.
- 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 US\$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 9 direct reports and team of 50; 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.
- Contributed to global industry-vertical team for communications, media and entertainment.
- 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 for U.S. Navy Air Systems Command

- Reconciled US\$30M-100M fighter-jet sale financials to NATO allies & Japan. Held U.S. security clearance.

**MAYNARD ELECTRONICS (ACQUIRED BY SYMANTEC)**, Altamonte Springs, FL

1984-1986

**Marketing Analyst**: Managed database, prospect inquiries & campaigns from garage start-up to US\$50M/year.

***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 teams
- *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\$1B+***

- *Demand generation*: Claude AI automation, Google Ads, LinkedIn, email, webinars, ABM & 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 and Certifications

### SOFTWARE CERTIFICATIONS

Claude AI Cowork and Code | Clay | HubSpot | Google Ads | LinkedIn Ads | Tableau

**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; top 7 students admitted.