

CHARLES SEVERSON

charlesseverson@gmail.com || San Francisco, CA || [linkedin.com/in/charlesseverson](https://www.linkedin.com/in/charlesseverson) || charlesseverson.com

Technical Product Marketing Leader with 13+ years scaling AI & SaaS products through high-impact GTM strategies.
Proven track record of translating complex technical capabilities into compelling narratives, building use case libraries that make value tangible, and launching sales plays that accelerate adoption across enterprise, startup, and developer audiences

EXPERIENCE

Head of Product Marketing | QuickNode

Jan 2024 - Present

Founding PMM for AI-driven cloud infrastructure platform targeting developers and enterprise brands

- **Led end-to-end GTM strategy and play development for 5 major B2B product launches** (AI-enabled developer tools), generating \$3M+ in new MRR by translating complex capabilities into audience-specific positioning
- Established and scaled the Product Marketing function from inception, implementing messaging frameworks, competitive intelligence processes, KPIs, and repeatable product launch plays for a 4-person team
- Designed comprehensive GTM enablement programs (technical demos, ROI calculators, competitive battlecards, sales plays, messaging guides) adopted by Sales/Sales Engineering, improving sales win-rate against primary competitor by 32% and equipping Account Directors for success
- Leveraged data-driven persona research and customer insights to design and optimize lifecycle marketing programs and ABM campaigns, boosting PQL conversion 1.5x and driving a 45% MoM increase in developer adoption
- Collaborated closely with Product, Engineering, Sales, and Marketing activation teams to align GTM execution, influence roadmap inputs based on customer research, and ensure cohesive internal communication on product updates

Director, Technical Product Marketing | Alchemy

Feb 2023 - Jan 2024

AI-powered developer platform empowering enterprise companies and startups to build scalable applications

- Directed GTM strategy and cross-functional execution for **26 dev-focused product and feature launches** (AI / Developer Tools), leading to \$50M+ ARR in new Enterprise SaaS business and paying customers increasing 36% MoM
- Developed compelling technical value propositions and built a library of use cases through comprehensive content (whitepapers, technical demos, solution briefs, 23 high-impact customer success stories), translating complex AI capabilities into tangible value and boosting product engagement by 43% QoQ
- Crafted differentiated, audience-specific positioning and executive-ready narratives targeting engineering leaders and enterprise buyers, significantly boosting enterprise adoption and elevating Alchemy's market presence
- Conducted market intelligence, competitive analyses, and customer research to inform positioning, messaging refinement, and GTM actions, ensuring alignment with enterprise AI adoption trends

Product Marketing & Platform Marketing Consultant | The Modern Data Company (DataOS)

Jul 2024 - Present

Advised AI-powered data-ops platform on GTM strategy, positioning, and pricing for enterprise use cases

- Produced targeted GTM enablement kits (battlecards, demos, ROI models) and strategic messaging focused on AI value, adopted by the field team and contributing to a ~30% boost in qualified lead engagement
- Conceived in-depth marketing assets (whitepapers, solution briefs, use case examples) showcasing platform capabilities for technical enterprise buyers, helping accelerate sales cycles and improve enterprise win-rates 32% vs. competitors

Head of Product Marketing | Securitize

Aug 2022 - Feb 2023

Securitize is a digital asset securities platform providing broker dealer financial services for accredited investors and funds

- Directed marketing strategies for FinTech SaaS products, collaborating with Product, Partnerships, and Demand Gen
- Grew average revenue per user 24% by establishing clear, differentiated market positioning and producing targeted content (case studies, sales enablement materials), while continually identifying opportunities to drive inbound demand

Head of Product Growth | Voyager

Mar 2019 - Aug 2022

Led growth marketing for mobile app digital asset exchange platform in a highly-competitive market

- Spearheaded customer acquisition strategies, driving over **5 million new app installs at an average CPI of \$12**
- **Grew paid users from 20,000 to over 1,000,000 within the first year**, enhancing user acquisition and retention through strategic product launches and full-funnel campaigns
- Aligned paid ads, social initiatives, and campaigns with overall product marketing objectives, achieving an overall blended **5,000% improvement in core marketing KPIs**
- Analyzed market trends, user behavior, and campaign performance to inform product marketing strategies, resulting in **\$27 of user revenue for every \$1 spent on marketing**

Product Marketing Consultant | Glassnode

Jan 2021 - Feb 2023

Consulted product marketing for an onchain analytics platform

- Drove B2C go-to-market strategies that resulted in over **100,000 social followers, 1,000,000 newsletter signups**, and **20,000 paying customers**. Integrated influencer marketing campaigns to accelerate adoption of products and brand
- Collaborated with growth and core product teams to optimize full-funnel user experience from acquisition to retention

Founder | ReadySetCrypto

Dec 2015 - Present

Created a highly successful YouTube channel and complementary B2C educational content service

- **Solely built one of the largest blockchain and AI-focused YouTube channels ever**
- Gained a highly engaged following of 100K+ subscribers and 6M+ views with a distinct focus on crafting unique, high-quality videos and educational content

Senior Product Marketing Manager | Fiserv (Zelle)

Oct 2015 - Mar 2019

Directed B2B Enterprise GTM strategy for launching one of the largest API platforms within the financial services industry

- Planned B2B and B2B2C Enterprise GTM strategy for API platform, driving adoption of 400+ financial institutions
- Enabled sales teams with content, technical collateral, and strategic materials that cut enterprise sales cycles by 30%

Technical Product Marketing Manager | Questline

April 2014 - Oct 2015

Developed and executed PLG GTM strategy for Enterprise B2B SaaS platform targeting energy sector

- Managed the largest product launch in company history, resulting in 90% of clients upgrading to the new platform post-launch. Enabled sales teams with pre-launch training and collateral, improving deal closure rates by 33% post-launch.

EXPERTISE

Development	JavaScript / TypeScript, Python, GitHub / Git, SQL (PostgreSQL), R, Java, APIs (REST, GraphQL), Linear
AI / ML	LLM Deployment Ecosystems (Hugging Face, LangChain, vLLM, SGLang), LLMs (Llama-4, Gemma 3,
Developer Tools	GPT-4.1, DeepSeek-V3, Grok 3, Qwen3, Mistral, Command A), AI Agents (LangGraph, AutoGen,
& Infrastructure	CrewAI), AI Copilots (NotebookLM, Cassidy, n8n, Cody)
Go-To-Market Strategy	Product Launches, Product Play Development, Lifecycle Marketing (Adoption, Expansion, Retention), GTM Planning, Competitive Intelligence, Pricing Strategy, TAM Analysis
Positioning & Messaging	Audience-Specific Positioning (Enterprise, Startup, Developer), Defining Key Value Propositions, Translating Capabilities Into Compelling Narratives, Storytelling
Cross-Functional Leadership	Internal Team Collaboration & Coordination, Building & Mentoring PMM Teams, Scaling Best Practices, Project Management (Monday, Jira, Notion)
Data-Driven Optimization	Market & Customer Research (Qualitative / Quantitative), KPI Measurement, Performance Optimization (Optimizely, LaunchDarkly), MVT & A/B Testing, Persona Development
Sales Enablement	Collateral (Decks, Playbooks, Objection Handling, Demos, Datasheets, Battlecards), ROI Calculators, Competitive Analysis, Training, ABM, AI-Powered Selling
Digital Marketing	Marketing Automation (HubSpot, Zapier, Adobe Marketo, Pardot, Oracle Eloqua, Klaviyo), Ads (AdRoll, The Trade Desk, Criteo), Figma, Webflow, Typeform
Product Analysis	Mixpanel, Appsflyer, Kissmetrics, Hotjar, Crazy Egg, Heap, Amplitude, Segment, PostHog, Datadog
Data Analysis	Tableau, Looker, Power BI, Data Studio, Preset, Plotly, FullStory, Google Analytics, Ahrefs, SpyFu, SEMrush
CRM	Hubspot, Salesforce, Iterable, ActiveCampaign, Pipedrive, Zoho, Clay, Gong

EDUCATION

Bachelors of Science in Computer Science — Denison University