

Kevin Downs

Portfolio: kevin-downs.com [linkedin.com/in/kevin-downs](https://www.linkedin.com/in/kevin-downs)

Email: k@upsand.com

(321) 209-4455

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Product Marketing Leader

Results-driven product and solution marketing leader with robust **technical expertise** and customer-facing solutions architect experience. Demonstrated success in driving multi-million-dollar sales growth and expanding market presence in the SaaS and cloud computing sectors. Adept at leveraging industry insights and innovative strategies to deliver measurable outcomes.

Qualifications

- Marketing Strategy
- Positioning and Messaging
- Go-To-Market Strategy
- Sales Enablement
- Leadership
- Data Analytics
- Market Research
- Solution Marketing
- Competitive Analysis
- Product Launch
- Cross-Functional Collaboration
- Content Marketing
- Account Based Marketing
- Generative AI

Professional Experience

Symbio | Contract: Product Marketing Lead

Apr 2024 - Present

- Own the creation of **Joint Positioning and Messaging, Solution Briefs, and First-Call Decks** between customers and cloud vendors.
- **Conducted in-depth competitive analysis** to identify market gaps and crafted positioning strategies highlighting product differentiation.
- **Developed and delivered tailored sales enablement materials**, including persona-driven messaging guides and sequences.

Hydrolix Inc. | Head of Product Marketing

Jul 2023 - Dec 2023

- As the **first marketing employee**, created the company's **positioning and messaging, competitive whitepapers, sales deck, product demo videos**, security and privacy one-sheet, press release, and supported sales, channel marketing, and worldwide events.
- Instrumental in hiring Senior Documentation Engineer, Head of Demand Generation, and VP of Marketing.

New Relic | Director, Product Marketing Manager

Apr 2017 - Apr 2023

- **Managed the team** that conceived, developed, and launched the innovative New Relic Cloud Adoption Framework. This framework filled a market gap by facilitating smooth cloud transitions for customers and partners and generating significant revenue.
- **Leveraged market trends, customer feedback, and thorough research** to improve product features and develop compelling messaging and positioning with stakeholders.
- **Cultivated strategic partnerships with Microsoft Azure and Amazon Web Services**, driving over **\$20M in new and converted sales**, contributing to achieving sales targets.
- **Developed** and delivered engaging presentations and speaking engagements on cloud migration and infrastructure operations globally, including the AWS re:Invent conference, **setting the direction for New Relic's go-to-market cloud strategy**.
- **Mentored new hires** through their onboarding and initial product launches, fostering a culture of learning and collaboration within the organization.

Hewlett-Packard | SaaS Solution Architect

2014 - 2016

- **Achieved 102%** of target for SaaS sales, resulting in **\$4.9M bookings**
- Drove **50% YOY growth** in SaaS deals, resulting in **\$47M in bookings**

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Additional Relevant Experience

Pepperweed Consulting, LLC 6 yrs
PreSales Solution Architect & Senior Enterprise Management Consultant

Lucent Technologies 2 yrs
Network Tools Specialist

Certifications

Cloud Certifications:

- AWS Certified Solutions Architect Professional and Associate
- AWS Certified Developer Associate
- AWS Certified SysOps Administrator Associate
- AWS Certified Cloud Practitioner Foundational

AI Certifications:

- Prompt Engineering for ChatGPT
- ChatGPT Advanced Data Analysis
- Trustworthy Generative AI
- Creating Your Own Custom AI Assistants
- Generative AI for Leaders
- GPT Vision: Seeing the World through Generative AI
- ChatGPT & Zapier: Agentic AI

Marketing Certifications:

- Content Marketing

Education

DeVry Institute of Technology
Bachelor of Science Degree in Computer Information Systems

Endorsements

“Kevin is an experienced, thoughtful, and team-first technical marketing, strategy, and services professional with deep expertise in public cloud infrastructure. He knows the landscape and understands what customers are trying to do with compute, networking, and storage to help their businesses. Kevin knows his way around both virtual and physical data centers, serving as mentor, advisor, and SME to teammates, customers, and partners.

- Jon Rooney, Vice President Product Marketing

“Here are some things I know from my 2+ years working with Kevin Downs. First, he delivers results: Not only does he deliver them reliably, consistently, and with a depth of insight only years of experience can bring, he delivers them in a way that is calm, assured, complete, and competent. Every. Single. Time.”

- Leon Adato, Principal DevRel Advocate

“I worked with Kevin during New Relic's relaunch of their Infrastructure Monitoring product. He is by far one of the most talented and well-informed Product Marketing Managers that I've ever had the privilege to work with. His positive attitude and cheerful demeanor always made our collaborations enjoyable, and I was incredibly fortunate to benefit from his years of experience working with infrastructure monitoring solutions and related platforms. Kevin is the type of leader any company would be proud to have among their ranks, and I cannot recommend him strongly enough.”

- Aaron Pacheco, Chief Product Officer