

**Kevin Downs**

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

Email: [k@upsand.com](mailto:k@upsand.com)

(321) 209-4455

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## Product Marketing Leader

**Product marketing leader** with deep technical roots and a track record of driving growth. Helped SaaS and cloud companies land multi-million-dollar deals by translating complex solutions into clear business value. Combines solutions architect experience with go-to-market strategy to deliver results that scale.

### Qualifications

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

### Professional Experience

**mabl | Contract: Product Marketing Expert** Sep 2025 - Present

- **Created GTM campaign** and **redesigned solution pages** to position its agentic testing co-pilot, elevating outside-in messaging and unifying page structure.

**Symbio | Contract: Product Marketing Lead** Apr 2024 - Present

- **Created crisp** joint positioning, messaging, and sales content, including solution briefs, case studies, whitepapers, eBooks, and decks, for cloud partners and enterprise buyers.
- **Uncovered market gaps** through competitive research and turned insights into clear, differentiated positioning.
- **Built and rolled out** targeted sales GTM enablement assets, including persona-based messaging guides and outbound campaign sequences.

**Hydrolix Inc. | Head of Product Marketing** Jul 2023 - Dec 2023

- **Built Hydrolix's foundational messaging** from the ground up, owning positioning, messaging, sales decks, demo videos, competitive whitepapers, and launch collateral.
- **Created core content assets**, including security and privacy one-pagers and press releases, while supporting sales, partner marketing, and global events.
- **Played a key role** in team growth, hired the Senior Documentation Engineer, Head of Demand Gen, and VP of Marketing.

**New Relic | Director, Product Marketing Manager** Apr 2017 - Apr 2023

- **Built and managed the team** that created the **New Relic Cloud Adoption Framework**, establishing a new market narrative around cloud migration through solution selling.
- **Turned market signals** and customer insights into actionable product improvements and sharp, differentiated messaging in collaboration with cross-functional stakeholders.
- **Drove \$20M+** in new and converted sales by deepening co-sell partnerships with Microsoft Azure and AWS.
- **Led product storytelling** for launches, partnered with Product, Marketing, Sales, and DevRel to deliver unified GTM assets that drove adoption and accelerated time-to-value.
- **Presented globally** on cloud migration and infrastructure ops, including at AWS re:Invent, helping shape New Relic's cloud go-to-market strategy.
- **Mentored new PMMs** through onboarding and early launches, building a collaborative, growth-focused team culture.

**Hewlett-Packard Enterprise | SaaS Solution Architect**

2014 - 2016

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## Additional Relevant Experience

Hewlett-Packard  
**Solution Architect**

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

Lucent Technologies  
**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, CEO & Founder / Product Management**