

SANDRA WYMAN DAVIS

SENIOR PRODUCT MARKETING | AI & SaaS GTM | POSITIONING • ENABLEMENT • GROWTH

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EXECUTIVE PROFILE

Product marketing and growth leader with 20+ years of marketing experience and deep expertise in SaaS, MarTech, AI-powered products, digital platforms, and go-to-market strategy. **Known for translating complex technical capabilities into clear buyer value, differentiated positioning, sales-ready messaging, and integrated launch plans.** Experienced leading initiatives from research and product commercialization through content strategy, sales enablement, customer insight, adoption, cross-sell/upsell, and revenue expansion. Highly self-directed, hands-on, and effective across Product, Sales, Marketing, Customer Success, Finance, Operations, and executive teams.

CORE STRENGTHS

AI & SaaS Product Marketing	Positioning & Messaging	Go-to-Market Strategy
Buyer & Market Research	Product Launches	Sales Enablement
Competitive Intelligence	Content Strategy	Voice of Customer / Win-Loss
Cross-Sell / Upsell / ABM	Pricing & Packaging	Demos, Webinars & Training

PROFESSIONAL EXPERIENCE

QIIGO → EVERCOMMERCE MARKETING TECHNOLOGY SOLUTIONS / EVERCONNECT → IGNITE VISIBILITY

Continuous employment: November 2021 – Present | Same underlying organization through acquisitions, brand consolidation, and internal transfers.

Product Marketing Manager, Ignite Visibility | Nov 2025 – Present

- Lead product marketing and GTM strategy for an AI-powered SaaS and marketing technology portfolio, including Rallio AI and related analytics, reputation, listings, lead-flow, CRM attribution, and AI-enabled capabilities.
- Build positioning, messaging, product narratives, launch plans, campaign themes, demos, scripts, webinars, one-pagers, playbooks, case studies, newsletters, and customer-facing content that translate technical functionality into business outcomes.
- Develop competitive analyses, pricing and packaging recommendations, business cases, and expansion SKUs to support new revenue, cross-sell, upsell, retention, and product adoption.
- Partner cross-functionally with Product, Engineering, Sales, Customer Success, Lifecycle, Paid Media, SEO, Operations, and executive leadership to align roadmap priorities, GTM readiness, launch execution, and commercialization.
- Designed a structured Won/Loss and Voice of Customer program to surface buyer language, competitive threats, product gaps, objections, and case-study opportunities and feed insights back into Product, Sales, and Marketing.
- Use AI extensively for research, competitive intelligence, messaging development, content creation, experimentation, product ideation, and rapid GTM execution.

Onboarding Manager / Product Management, Socius Marketing / EverConnect | Jun 2023 – Nov 2025

- Directed onboarding strategy for enterprise, franchise, multi-location, and SMB clients while increasingly owning product-management and product-marketing initiatives across the organization.
- Led cross-brand integration and product/process alignment across marketing technology businesses, helping standardize delivery, platform adoption, reporting, and customer experience.
- Worked directly with customers and internal teams to identify workflow gaps, product needs, integration opportunities, and messaging priorities; translated insights into improved processes, enablement, and roadmap input.
- Created training, playbooks, customer communications, product demos, and internal enablement to accelerate adoption and ensure Sales and Customer Success teams could confidently position new capabilities.

Brand Director, EverCommerce Marketing Technology Solutions | Aug 2022 – Jun 2024

Concurrent expanded leadership responsibility during part of the period above.

- Owned strategic growth and customer programs across franchise and multi-location accounts, connecting product capabilities, digital marketing services, and customer needs to measurable expansion opportunities.
- Developed cross-platform marketing programs, customer growth strategies, and executive communications while building and training high-performing Customer Success teams.
- Supported revenue expansion through solution positioning, service packaging, client education, retention strategy, and cross-brand opportunities.

Account Manager, Qiigo | Nov 2021 – Aug 2022

- Managed digital marketing performance, onboarding, brand alignment, and ongoing strategy for franchisees and multi-location clients.
- Served as a key customer contact, communicated campaign performance and recommendations, and partnered internally to improve training, client experience, and growth.

EZLOCAL | Lombard, IL / Remote

Quality Assurance & Sales Manager | Sep 2019 – Nov 2021

- Led quality assurance, customer support, sales development, training, and process improvement for digital marketing products and services serving small businesses.
- Improved service consistency and internal workflows while supporting customer retention, sales readiness, and performance marketing operations.

Account Manager | Nov 2017 – Sep 2019

- Managed client portfolios spanning Google Ads and digital marketing programs; optimized campaign performance, customer communication, retention, and growth.

SLW CONSULTING & DESIGN

Marketing Consultant | 2010 – 2017

- Advised small and mid-sized organizations on digital marketing, web presence, reputation, content, brand development, and integrated marketing strategy.
- Provided hands-on strategy and execution across websites, search, social, design, customer acquisition, and marketing communications.

EARLIER MARKETING & LEADERSHIP EXPERIENCE | Prior to 2017

Additional leadership roles spanning marketing, public relations, technology, business development, nonprofit growth, healthcare, and field marketing, including VP of Marketing & IT (DailyOrg, Jul 2012 – Mar 2013), Director-level PR & Marketing roles, American Cancer Society, and business development.

SELECTED PRODUCT MARKETING IMPACT

- AI SaaS platform commercialization: Created positioning and enablement frameworks that simplify a broad AI-powered marketing platform into a clear customer journey and revenue story.
- Product monetization: Built business cases for new recurring-revenue SKUs, including pricing, COGS, gross margin, MRR/ARR modeling, GTM channels, attach-rate targets, and lifecycle expansion strategy.
- Customer intelligence: Developed a formal Won/Loss program with weekly PMM review and executive reporting to inform messaging, competitive intelligence, roadmap priorities, and sales enablement.
- Sales enablement: Regularly create battlecards, demo scripts, presentations, training modules, product playbooks, case studies, one-pagers, campaign copy, and executive-ready materials.
- Growth programs: Build cross-sell, upsell, account-based, re-engagement, lifecycle, webinar, and in-product marketing motions across SaaS and service portfolios.

EDUCATION

Product Marketing Alliance — Product Marketing; Certified Core, Advanced, AI, and Executive Leadership programs | Current

ENEB - Escuela de Negocios Europea de Barcelona — Double Master, Marketing & Analytics; AI for Business | Current

Full Sail University — B.S., Internet Marketing | 2009 – 2011

Regis University — A.A., Communications; Conflict Management & Leadership | 2006 – 2008

University of Galway — Diploma, Irish Studies (via Regis University) | 2006 – 2008

Grossmont College — Certificate, Convalescent Care Recreational Therapy | 1995 – 1996

TECHNOLOGY & CERTIFICATIONS

AI & Productivity: ChatGPT, Claude, Gemini, Perplexity, NotebookLM, AI-assisted research and content workflows | **MarTech:** Salesforce, HubSpot, Google Analytics, Google Ads, Meta, Canva, Figma, Jira, Monday.com, BrightLocal, Rallio AI | **Certification:** Google Ads