

# KAI ROSTCHECK

*Product Marketing & Business Strategy*

## CONTACT



### Address

21528 Reindeer Rd  
Christmas, FL 32709



### Phone

(508) 954-2792



### Email

kai@kairostcheck.com



### LinkedIn

linkedin.com/in/kairostcheck

## EDUCATION

### BACHELOR OF ARTS, HUMANITIES

UNIVERSITY OF NEW HAMPSHIRE

### DALE CARNEGIE SALES TRAINING

*(Highest Achiever Award)*

### LANDMARK EDUCATION, SELF- EXPRESSION & LEADERSHIP PROGRAM

*(Coach)*

### SETH GODIN'S altMBA

*(2018)*

### MIT DESIGN THINKING CERTIFICATE PROGRAM

*(2019)*

## PROFILE

I'm about startups, scale-ups, energy, and fun. Focused on sales enablement and bottom line, I lead all aspects of B2B marketing & business strategy including competitive analysis, segmentation, and brand differentiation. SaaS/Cloud/Tech is my sweet spot. I love ARR and (useful) analytics.

## EXPERIENCE

### Business Strategy Manager II

*HP, Inc. / June 2018 - Present*

Focused on the alignment of go-to-market strategy for Device as a Service (DaaS) and Business Boost (cross-functional SMB offer). Supporting Product Mgt initiatives.

### VP Marketing & Strategy,

*Evanios / Orlando, FL (Acquired by HP, Inc.) / 2016 - 2018*

Lead all aspects of marketing & corporate strategy during the rapid global expansion of an AI/ops machine learning SaaS platform. Responsibilities included competitive positioning, analyst relations, partnership development, content strategy, agency management, platform independence/automation, hiring, and cultural growth. Continued 100%+ year over year revenue gains, fueling the company's successful exit.

### Marketing Director

*Evanios / Orlando, FL / 2015 - 2016*

Built and lead all go-to-market initiatives during launch phase of an enterprise IT monitoring and event resolution application. Created channel strategy and sales onboarding tools including brochures, call guides, case studies, datasheets, first call deck, battle cards, reseller programs. Managed trade shows and analyst briefings. Hired and trained initial sales team, launched website v2.0, built SEM, SEO, and conversion-focused calls to action. Doubled revenue year over year.

### Marketing Communications Consultant

*Massachusetts & North Carolina / 2014 - 2015*

Directed Marketing Communications for the IT Division of Baystate Health, one of the largest health systems in New England, during strategic planning and go-live of distributed cloud-based systems affecting thousands of patients and cross-functional employees. Improved collaboration and performance by implementing stakeholder assessments, risk analysis, clearly defined goals, objective measurements, and feedback loops.

## SKILLS

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- Agency Management
- Analyst Relations
- Campaign Building
- Competitive Positioning
- Conversion Optimization
- Copywriting
- Hubspot
- Lead Generation
- Marketing Automation
- Partner Enablement
- Product Marketing
- Salesforce
- SEM
- SEO
- Slack
- Trade Show Planning

## CATCH ME HAVING FUN

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**Mentorship** (Boston World Partnerships, Entrepreneurship Foundation of New England, StarterStudio)

**Travel** (Amsterdam, Barcelona, Budapest, Copenhagen, Krakow, London, Panama City, Sète, etc.)

**Tiny Houses** (Founder of Tiny House Lending & Tiny House Dating)

**Burning Man** (Global)

## EXPERIENCE CONTINUED

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### **Director of Marketing,**

*ZEEVEE / Littleton, MA / 2011 - 2014*

Led expansion into new vertical markets for a manufacturer of HDTV and digital signage applications. Repositioned and globalized the brand. Directed domestic and international launches of new product lines. Implemented marketing automation (via Salesforce.com) and improved sales pipeline through content marketing, saving \$146K annually in recurring advertising costs. Created campaigns that produced \$500K in immediate revenue while contributing an additional \$3.5M to forecast. Produced nearly 5,000 qualified leads in new markets, growing prospect database 71%, and improving open rates 48%. Increased time on site 78% through website redesign and optimization.

### **Managing Partner**

*ROI Blitz Digital Marketing Agency / Hopedale, MA / 2009 - 2011*

Built a full-service performance marketing agency providing website development, SEO, SEM, and content generation. Developed and managed an international team of copywriters, designers, programmers, social media managers, and keyword analysts. Repositioned several B2B and Consumer Product companies by generating thought leadership content in fields as diverse as employee performance and sustainable energy. Enhanced website design, built landing pages, produced videos, and implemented CTAs. Managed inbound marketing via HubSpot.

### **Integrated Media Sales**

*CONFORMITY MAGAZINE / Littleton, MA / 2006 - 2009*

Pioneered an industry exclusive lead generation program for an international regulatory compliance publication serving electrical and safety engineers; extended advertiser base and increased margins, renewals, and repeat advertising. Exceeded 100%+ sales goal for 22 consecutive periods.

### **National Accounts & Business Development Manager**

*3COM CORPORATION / Marlborough, MA / 1999 - 2004*

Promoted from Inside Channel Sales to Business Development Manager then advanced to National Account Manager responsible for partner marketing with retail (Staples, Best Buy) and ecommerce partners (CDW, PC Connection). Led the national launch of two Internet appliances, pioneering the onset of connected home and streaming digital music consumer technologies. Managed senior-level relationships with buyers, including online and offline positioning, point-of-purchase displays, and training curriculum. Expanded market share by originating new strategic partnerships in non-traditional markets. Personal quarterly sales exceeded \$1M.