

SID SHARMA

PRODUCT MARKETING & GO-TO-MARKET LEADER

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Product marketing manager with 8+ years launching SaaS, mobile and physical products for global brands.
Turns technical platforms into the positioning, pricing, and collateral enterprise teams sell with.

EXPERIENCE

Product Marketing Manager at **Kameleoon** - Remote

May 2025 - Present

- Led global product marketing and the September 2025 AI-first rebrand for a platform rated 4.6/5 on G2 and used by 1,000+ brands including Toyota, Samsung, Canada Goose, and Lidl.
- Launched Prompt-Based Experimentation (PBX), the platform's flagship AI capability, driving rapid adoption with over 1,000 user-built experiences created since release.
- Rebuilt enterprise pricing, messaging, and sales enablement materials (including pitch decks, battle cards, and technical docs) to tighten the technical value case and cut global new-rep ramp time.

Product Marketing Manager at **Avenza Systems** - Toronto, Canada

Aug 2024 - May 2025

Product Marketing Specialist

May 2021 - Aug 2024

- Owned the product marketing lifecycle and partnered on four years of GTM rollouts, driving retention and growth for 1M+ MAUs and 5M+ installs across enterprise and government accounts like Michelin, National Geographic and the USDA.
- Executed a corporate rebrand and multi-channel campaigns while maintaining a 4.8★ iOS and 4.6★ Google Play rating across 235K+ combined reviews.
- Translated complex GIS and mapping technology into accessible terms via user events and webinars, driving adoption across a marketplace of nearly 1,000,000 professional maps.

Founding Marketing Manager at **CBD Supply Box** - Toronto, Canada

May 2018 - Nov 2019

- Built and launched a multi-vendor e-commerce marketplace, directing web design, SEO, and user acquisition.
- Took the marketplace from zero to repeatable acquisition through SEO, content, and vendor co-marketing inside six months.
- Managed vendor relationships and account onboarding, setting the operating model the marketplace ran on.

Executive Assistant to the Consul General at **Consulate General of Ecuador**, Mumbai, India

May 2016 - Aug 2016

- Launched a government-sponsored e-commerce marketplace and mobile app for international trade.
- Positioned Ecuador's staple exports for the U.S. market, working across diplomatic and trade teams to raise export volume.

CORE COMPETENCIES

Strategy & GTM

Positioning Messaging Competitive Intelligence Pricing & Packaging Launches

Growth & Lifecycle

Retention Onboarding Feature Adoption Campaign Optimization MAU/DAU Growth

Leadership

Sales Enablement Executive Communication Vendor Management International Relations

CUSTOMERS & PARTNERS

Consumer Tech
& Hardware

Samsung · Fossil · Trimble

Automotive
& Mobility

Toyota · Lexus · Michelin

Government,
Aerospace & Parks

USNPS · USDA · Dubai DET ·
Etihad Airways · Emergency &
Fire Services

Media
& Publishing

National Geographic · Axel
Springer · HarperCollins · Die Welt ·
Michelin Maps

Commerce, Retail
& Marketplaces

Rakuten · Lidl · Cdiscount · OBI
Retail · Best Western

Healthcare
& Life Sciences

Johnson & Johnson · Providence Health
· Cedars-Sinai

Luxury, Fashion
& Beauty

Louis Vuitton · Reebok · Sephora

Telecom
& Infrastructure

Orange · Canadian National Railway

Natural Resources
& Engineering

USFS · USGS · Chevron · Shell

Software
& Gaming

Unity · Kaizen Gaming

TECHNICAL STACK

Marketing
& Automation

Hubspot Braze Hootsuite Shopify SEMrush Email Marketing

Analytics
& Product

Google Analytics Mixpanel Appfigures Userflow

Creative
& Management

Adobe Creative Suite Jira Monday.com Asana Google Workspace

AI & Web

Claude Netlify GitLab

EDUCATION

Fanshawe College - London, Canada

Post-Grad Certificate in Marketing Management May 2018

Cardiff Metropolitan University - Cardiff, Wales

BA (Honors) in Business & Management Studies May 2017

REFERENCES AVAILABLE UPON REQUEST