Jack Erickson

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Product marketing leader with a 20+ year record of growing software product lines and launching new offerings in AI and technical software. Skilled at crafting messaging that resonates with both technical audiences and executives, and at driving adoption through GTM strategy, content, and sales enablement. Experienced mentor and cross-functional leader.

Key Skills

- **Go-to-Market & Launch:** GTM planning, new product introduction, messaging frameworks, pricing & packaging
- **Sales & Customer Engagement:** sales training, sales collateral, executive presentations, workshops, webinars
- **Technical and Executive Content:** AI and MATLAB demos, thought leadership articles, blog posts, video tutorials
- **Leadership:** cross-functional alignment, product line ownership, solutions marketing, mentoring

Professional Experience

Intel - Principal Product Marketing Manager   2022-2025

Led global go-to-market and developer engagement for open source AI, ML, and data science development software.

- **Content & Awareness:** Produced videos, demos, and technical articles that generated 5M+ views, increasing awareness and adoption of Intel AI and data science software, and Intel Developer Cloud.
- **GTM & Launch:** Developed and executed GTM plan for Intel Certified Developer: MLOps Professional training and certification, exceeding initial growth targets.
- **Demo development:** Built hands-on workshops on LLMs, RAG, image generation, and agentic apps across CPU, NPU, GPU — driving OpenVINO and PyTorch adoption on AI PCs.
- **Digital Engagement:** Architected and developed product/solution/partner web pages; within 2 years, increased site visitors by 2x and downloads by 9x.
- **Leadership & Mentoring:** Guided junior marketers on GTM strategy and content development.

MathWorks - Principal Product Marketing Manager   2014-2022

Owned product marketing and product management for HDL and SoC product line, scaling revenue 5x and expanding adoption across industries.

- **Strategic Growth:** Drove roadmap and GTM changes that doubled win rates for flagship products.
- **New Product GTMs:** Launched new product category bridging 5G, AI, DSP, and image processing to chip design. Defined clear target entry segments, created innovative pricing, and trained sales to find these opportunities.
- **Executive Engagement:** Presented long-term strategy and updates to executive staff, and secured resources and budget for targeted marketing campaigns.
- **Industry Expansion:** Led certification efforts for AeroDef, Automotive, Industrial, and Medical, opening new segments.
- **Content & Enablement:** Delivered technical webinars, videos, conference sessions, sales collateral, and white papers.
- **Mentorship:** Developed junior and mid-level marketers in product launch and GTM practices, increasing team capacity.

Cadence Design Systems - Product Marketing Director   2010-2014

Scaled the SystemC design and verification software product line from early adopter technology into a $10M business.

- **GTM Leadership:** Implemented account-based strategy that drove 40% revenue growth in two years at top enterprise accounts.
- **Competitive Positioning:** Built and maintained competitive intelligence, creating differentiated positioning and sales training.
- **Thought Leadership:** Produced articles, webinars, blog posts, and customer success stories that fueled adoption.
- **Ecosystem Growth:** Built partnerships and university relationships to expand the segment footprint.

Cadence Design Systems – Product Management Director · 2006-2010

Drove cross-product solutions and segment growth to $100M+ revenue.

- **Solution Definition & Launch:** Drove requirements and GTMs for targeted multi-product solutions, including a differentiated low power solution, increasing segment revenues by 33%.
- **Solution GTM & Launch:** Led cross-functional launches including content, press, pricing, and sales enablement.
- **Executive Engagement:** Created and delivered product line presentations that enabled VP-level sales conversations.
- **Community Building:** Created customer communities to increase adoption and cross-sell.
- **Team Leadership:** Managed and mentored 3 PMMs, while also driving hands-on GTM execution.
- Continued to perform the Sr. Product Marketing Manager role below.

Cadence Design Systems - Sr. Product Marketing Manager · 2003-2006

Launched and scaled newly acquired logic synthesis product into 20% market share of a $250M segment.

- **Competitive Sales Enablement:** Trained field sales to win against entrenched market leader.
- **Pricing Strategy:** Created packaging/pricing models to open new segments.
- **Customer Stories:** Secured over 100 public customer endorsements, establishing mainstream credibility.

Cadence Design Systems - Product Marketing Manager · 1999-2003

Managed lifecycle and GTM for synthesis and physical design product lines.

- **Revenue Growth:** Expanded physical synthesis revenues to $100M via competitive wins and expansion in existing accounts.
- **Cross-Functional Team Leadership:** Collaborated with AEs, product engineers, development, and sales to win key accounts and gain customer references.
- **Product Lifecycle Management:** Launched new products, transitioned legacy products through the EOL process, and managed customer relationships to ensure smooth transitions.

Additional Leadership Experience

Synthesis School – Facilitator & Mentor (Part-Time, Paid) · 2021-2023

Led weekly online sessions for children ages 8-14, using videogames to teach meta-concepts and teamwork to solve complex problems. Mentored other facilitators and helped design operational processes during startup scale-out.

New England Wolfpac AAU Baseball – General Manager and Coach (Volunteer) · 2011-2014

Directed youth baseball program operations, including budget, scheduling, equipment, and parent engagement. Built and mentored a coaching staff, developed training programs, and taught players skills that led to success on and off the field.

Education

Worcester Polytechnic Institute
Master of Business Administration

Tufts University
Bachelor of Science in Electrical Engineering