

RAJ BHULLAR

TECHNICAL PRODUCT
MARKETING

EDUCATION

B.S. Advertising San Jose State University	2011
M.B.A. Marketing & Media Manipal University	2013
Cybersecurity Program UC Berkeley	2021
CompTIA Security+ In progress	2027

TECHNICAL

Python, JavaScript, HTML/CSS, SQL,
Linux, REST APIs, Ansible,
Wireshark, Splunk

AI & DATA

LLM assisted research, drafting and
competitive teardowns, prompt
design, Tableau, Analytics

PRODUCT MARKETING

Positioning and messaging
frameworks, competitive
intelligence, launch management,
sales enablement, buyer personas,
pricing, technical writing

PLATFORMS

Marketo, HubSpot, Salesforce,
Google Ads, On24, Jira, Smartsheet,
Confluence, Figma, Adobe CC

CONTACT

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FREMONT, CA

FOURTEEN YEARS OF END-TO-END PRODUCT MARKETING

I'm a technical product marketing, communication, and campaign management professional with over 14 years of experience within the tech industry (SaaS & PaaS). My experience extends through multi-lingual, multi-cultural and cross functional teams worldwide from small-medium businesses to large corporations. I've established Best-practices, structures and managed internal / external global campaigns, managed relationships with clients, vendors and business stakeholders, while working closely with Directors, VPs & C-Level Executives.

EXPERIENCE

2011 → 2026

□ MARCADENCE 2024 - NOW

REMOTE

FOUNDER & PRINCIPAL CONSULTANT, PRODUCT MARKETING

- Advise B2B software and infrastructure clients on portfolio positioning, category narrative, and launch strategy, from buyer research through go to market execution.
- Own the full content chain personally: messaging architecture, solution briefs, competitive teardowns, technical white papers, demo narratives, and long form video.

□ VERTIV 2024 - 2025

COLUMBUS, OH

GLOBAL PORTFOLIO MARKETING MANAGER

- Owned positioning, competitive strategy, and market narrative for a global data center infrastructure portfolio, including the high density AI compute and thermal management story.
- Directed the technical content program behind global campaigns and tradeshow launches, validating every claim with product management and sales engineering.

□ SAMSUNG (VIA EKTELLO) 2023 - 2024

JERSEY CITY, NJ

PRODUCT MARKETING MANAGER

- Led marketing for AI feature integration across the television portfolio, delivering 27% sales growth in Q4 2023; owned pricing, forecasting, and channel inventory alignment with retail partners.

□ JUNIPER NETWORKS 2021 - 2023

REMOTE

PRODUCT MARKETING MANAGER

- Led go to market for the security and AIOps portfolio: SRX Series gateways, ATP Cloud, and the Marvis virtual network assistant.
- Built vertical positioning that translated deep technical capability for network engineers and IT executives; technical asset engagement rose 12% in Q2 2022.
- Directed EOL and EOS migration strategy across the installed base, supporting 20% retention in Q4 2022, and ran live technical webinars and sandbox demos.

□ NODICOL 2019 - 2021

FREMONT, CA

MARKETING LEAD

- Create Marketing Materials necessary for GTM launch of Nodicol
- Conducting research / competitive analysis. A/B testing.

□ SERVICENOW 2017 - 2019

SANTA CLARA, CA

SR. COMMUNICATIONS MANAGER, IT

- Owned executive, internal, and external communications for product announcements and acquisition integration.
- Led platform consolidation onto a unified intranet; email engagement improved 40% and campaign throughput rose 30%.

□ GOOGLE (VIA ARTECH) 2015 - 2017

MOUNTAIN VIEW, CA

MARKETING MANAGER

- Marketed SaaS and PaaS offerings to the SMB segment, including early AI driven capabilities, and ran global brand and promotional programs alongside product and engineering.

□ 2012 - 2015 Mobinar, Product Marketing Manager (2015) · Sacred Heart, Communications Manager (2013-2015) · Whistling Woods TV, Product Marketing Manager (2012-2013)