



Jean-Marc Robillard

Product Marketing Professional

Portfolio | jm-robillard.com

Objective

To help lead a product-focused team by driving sales, market growth and brand reputation.

Skills

Product launch, competitive intelligence, content marketing based on buyer journey. Contributing thought-leader for several major online publications and corporate blogs. **Digital marketing.** SEO, SEM, PPC, Google Analytics, video marketing. **Sales & Marketing Alignment.** Presentations, sales training, lead generation programs, account-based marketing, analyst relations. **CRM & Marketing automation.** Hubspot, Pardot, Salesforce. **Project Management.** Wrike, Kanbanize. **Martech stack.** Hotjar, Sniply, Gravity forms, Lumen5, Uberflip, CSS and HTML.

Experience

Vice President – Marketing & Communications • IXIASOFT • April 2022 – May 2023

Hired as a Director and promoted after 5 months. Reporting to the CRO, led a marketing team to increase qualified leads for sales, and created strategic plan with accompanying budget.
Reason for leaving: Acquisition by MadCap software, with marketing operations centralized in San Diego along with existing VP.

Director of Marketing • Fluent.ai • Oct. 2021 – Feb. 2022

Contract. Created marketing plan for the sales team at a small boutique player in the AI-based voice control market.

Sr. Manager – Marketing & Digital Strategy • Crisis24 • May – Oct. 2020

Launched new Crisis24 brand from 3 acquisitions and an existing division of GardaWorld (Crisis24 Travel Security, NYA security, Drum-Cussac Security, and FAM International Security).
Reason for leaving: Marketing centralized in Annapolis, Maryland, after WorldAware acquisition in July 2020.

- Created sales collateral and internal training programs.
- Launched marketing plan to promote technology platform & Internal talent.

Product Marketing Manager • Genetec • March 2018 – June 2019

In collaboration with channel partners, sales, business development and corporate marketing, launched Mission Control, a solution specifically designed for security operations command and control centers.

- Exceeded 1st FY revenue objectives by 17%.
- Delivered presentations at trade shows, sponsored events, and at the corporate experience center for large accounts.



JMARGURU@ICLOUD.COM



[@CEO_CONVERGE](https://twitter.com/CEO_CONVERGE)



514-995-4498



[LINKEDIN.COM/IN/
JEANMARCROBILLARD](https://www.linkedin.com/in/jeanmarcrobillard)

- Developed buyer journey and mapped collateral to various stages.
- Created partner program to increase channel sales.

Director of Marketing • nGUVU • April 2016 – May 2017

Created corporate website, social advertising schedule, and partnership program.

- Landed major reference customers via new website.
- Implemented lead generation and sales training programs.

Owner • Convergence Marketing • Jan. 2010 – Feb. 2018

Worked with several small and medium-sized organizations on a contractual basis, including Kronos, Diabsolut, gTechna, Introspect technology, Amilia, and Valital Technologies. Specialized in product launch and sales enablement.

Director of Product Management • Vircom • December 2007 – November 2009

Led Product Management and Marketing teams

- Created technology program for IBM partnership.
- Formalized product development roadmap process.
- Launched 3 new products and an industry unique service offering in a 6-month period.

Sr. Product Manager • Oracle • April 2000 – November 2007

I spent more than 7 years with Oracle, in Canada and the Redwood Shores, CA headquarters, starting with technical training, then product management, where I was instrumental in our competitive strategy with Microsoft collaborative software, then helping to launch the Oracle Secure Database during the emergence of initial regulatory compliance directives (HIPAA, PCI-DSS, Sarbanes-Oxley).

Education

B.Admin. Marketing • 1998 • Northwood University

Dual Major, 4-year degree.

B.A. Computer Science • 2003 • McGill University

Computer Science concentration, 3-year degree.

Techstars • January - April 2016

One of the world's top startup accelerators, Techstars is an intensive 13-week program that empowers entrepreneurs to bring innovative technologies to the market through mentorship and investment.

Accomplishments & Awards

Outstanding Presentation Award – RSA conference 2009

Managing for Impact - 2011

Website Design – 2014

MVP Newcomer – 2018

Pragmatic Marketing Level III - 2018