

Strategy Development & Leadership in High Tech Firms

John Schneider

Vice President of Product Marketing at Intapp

Abstract:

Interested in the role product marketing plays in developing a high-tech firm's go-to-market strategy? From targeting audiences to creating marketing campaigns that drive awareness and growth, you will come away from this session with a glimpse into the world of product marketing through the lens of a high-tech marketing executive with 20 years of experience working in Silicon Valley.

About the speaker:

John Schneider is the Vice President of Product Marketing at Intapp, the leading provider of vertical software solutions for the professional services market. Intapp empowers professional services firms to better compete and succeed in a rapidly changing marketplace.

Schneider and his team are responsible for the market success of Intapp's product portfolio. His primary area of focus is developing and executing Intapp's strategic go-to-market plan. This includes the design of revenue generating initiatives to achieve financial objectives, crafting company and product messaging, designing field and partner enablement programs, and developing audience-based insight.

Before joining Intapp, Schneider spent his career as a strategy and marketing expert. Most recently, he was the Vice President of Product Marketing at Jive Software (acquired by ESW Capital,) the leading provider of communication and collaboration solutions for enterprise businesses. He served as a spokesperson and published thought leader for Jive, with featured bylines in MarTech Advisor, IT Pro Portal and CMSWire. Prior to Jive, he was a founding member of eBay Enterprise, leading the west coast marketing strategy practice, centered on delivering demand generation strategy services for B2B companies.

Prior to eBay, he worked for LEVEL Studios as an Account Director where he developed one of the largest accounts in the firm in a run-up to acquisition by Rosetta. Schneider has also worked for Seagate Technology, where he led strategic IT portfolio initiatives, as well as Deloitte Consulting, supporting Fortune 500 clients.

Schneider holds a Bachelor of Science degree in Business Administration from California Polytechnic State University, San Luis Obispo, a minor in French from Aix-Marseille III University in Aix-en-Provence, France, and an MBA from Santa Clara University

Next:

02/14/19: Paula Phelan, CEO, Nadel Phelan on "Elements of Success"; **"Term Paper, Part A" due in class.**