

Helen White

San Francisco, CA · (415) 622-3374 · helenirias@gmail.com · helenwhite.space

Enterprise B2B product marketer with 8+ years driving GTM strategy, competitive intelligence, and sales enablement for complex SaaS platforms. Proven track record owning end-to-end launches (from positioning and messaging through adoption and revenue impact) for enterprise buyers including finance, procurement and ops stakeholders. Skilled storyteller and analytical operator who thrives partnering cross-functionally with Product, Sales, and CS.

EXPERIENCE

Senior Product Marketing Manager, Growth

Radius | MAY 2025 - MAR 2026

- Owned GTM strategy and multichannel activation (email, social, outbound) for AI-driven platform launch targeting enterprise brokerage owners, increasing MQL-to-deal conversion by +80% for enterprise ICP.
- Spearheaded PLG initiative with Product and Customer Success; launched in-product education and adoption program that doubled monthly usage of core AI assistant feature in < 1 month.

Product Marketing Manager, Enterprise

Envoy | FEB 2021 - MAY 2025

- Orchestrated GTM launches for 3 net-new product lines: drove XFN strategy, ran beta, and delivered full sales enablement for each.
- Led re-launch of Envoy's enterprise security solution: repackaging, persona-based messaging for IT/Security/Finance buyers, full-funnel content, sales playbooks — driving +20% higher adoption and securing largest account to date.
- Owned pricing & packaging refresh to align selling model to key buyer objectives and drive expansion revenue; improved win rates by +12% QoQ through competitive intel, win/loss analysis, and sales trainings.
- Partnered with Product and Design to translate customer insights and market data into verticalized roadmap and GTM strategy, contributing to +25% ACV growth YoY.

Product Marketing Manager, Platform

Zinier | DEC 2018 - FEB 2021

- Led cross-functional solution bundle launch including upsell program for existing customers, increasing mobile app adoption by 15% QoQ; built interactive demo portal that accelerated sales cycles by +30% YoY.
- Crafted corporate positioning introducing Zinier; developed persona-based messaging and trained Sales teams, increasing MQL-to-SQL conversion by 10% QoQ.

Product Marketing Manager

BirdEye | FEB 2016 - DEC 2018

- Established the PMM function for a \$30M+ ARR product portfolio — built brand, positioning, product launches, sales enablement, and website strategy from scratch.
- Drove product launches and solution packaging contributing to 100%+ YoY revenue growth; delivered interactive webinars driving 40% adoption and +27% upsells.

Content Marketing Specialist

PatPat | JUN 2015 - FEB 2016

- Defined brand voice and messaging across product, in-app, and digital channels; launched customer advocacy program driving +15% monthly downloads and +25% monthly sales growth.

CORE SKILLS

GTМ Strategy
Positioning & Messaging
Product Launch
Sales Enablement
Competitive Intelligence
Market Research
Data Analysis
AI Workflow Optimization
Pricing & Packaging

TOOLS

Salesforce
HubSpot
Google Analytics
Looker
BigQuery
Intercom
Webflow
Wordpress
Gong
Figma

EDUCATION

University of California, Santa Barbara — B.A. English Literature