

# ERIN KENNEDY

6134 Stags Leap Way, Franklin, TN 37064 | hello@erinckennedy.com | 1-615-336-7792

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Hands-on, Product Marketing leader specializing in cybersecurity platform positioning and high-growth GTM execution. Scaled PMM functions during a 75% ARR growth phase, building competitive and win/loss programs, maintaining core support for SMB/MM sales and driving enterprise sales expansion. Deep expertise in agentic AI security, platformization strategy, and quantified value positioning.

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## CORE EXPERTISE

Cybersecurity GTM | Product Marketing | Platform Positioning | Sales Enablement | Competitive Intelligence | Win/Loss Programs | Product Launches | Value-Based Messaging | Agentic AI Security | Human Risk Management | MDR | SIEM | SOAR | Cloud Email Security | CISO | SOC | SMB/MM | Enterprise GTM | Cross-Functional Leadership

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## EXPERIENCE

**KnowBe4** (1k–5k employees)

**Senior Product Marketing Manager | 2022–2026**

Joined at ~\$285M ARR and contributed during scale to \$500M+ ARR and 40% global customers expansion in PE-backed growth phase.

- Built and led Product Marketing function (2–3 PMMs); established competitive intelligence and structured win/loss programs influencing roadmap and GTM
- Led go-to-market strategy for 5 major product launches across Human Risk Management platform, including AI-driven defense agents, incident response, SOAR, security integration ecosystem for real-time coaching and Cloud Email Security
- Led repositioning from standalone Security Awareness Training to a unified Human Risk Management platform, integrating newly acquired Cloud Email Security capabilities and broad security stack integration ecosystem (SIEM, SOAR, EDR, IAM, Email Security - Microsoft Defender for Office 365)
- Partnered directly with SMB/MM and Enterprise Sales leadership to develop value-based messaging for CISO, SOC, and Program Administrator stakeholders
- Supported cross-sell and platform attach initiatives contributing to global enterprise expansion strategy by repositioning from feature-led to quantified value narrative
- Collaborated with Product leadership on platformization and multi-product roadmap alignment

**CyberMaxx** (51–100 employees)

**Senior Product Marketing Manager | 2020–2022**

Led go-to-market and positioning strategy during the company's expansion into the emerging Managed Detection & Response (MDR) category.

- Defined category narrative and differentiation strategy as CyberMaxx entered and sought to establish leadership within the MDR market
- Unified Cloud Network Security, proprietary SIEM, Managed Endpoint, and Incident Response into a cohesive MDR platform story
- Conducted competitive analysis across MDR and MSSP landscape to refine differentiated value propositions
- Built sales enablement frameworks to support enterprise healthcare security buyers and complex services sales cycles
- Partnered with Product leadership on platform strategy and roadmap alignment to support category positioning

**Barrett Manufacturing** (51–100 employees)

**Director of Marketing | 2015–2020**

- Built and restructured marketing team to align with sales and product development during growth phase
- Integrated product marketing into R&D and engineering processes to support new product launches
- Supported record-breaking annual revenue and strategic positioning during industry downturn leading to acquisition

**SVP Worldwide** (1k–5k employees)

**Product Manager | 2014–2015**

- Managed \$8–10M product portfolio including sourcing, positioning, pricing & packaging, GTM strategy, SKU rationalization, competitive analysis and sales enablement initiatives
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## EDUCATION & CERTIFICATIONS

**Northwestern University – Kellogg School of Management**

Accelerated Marketing Leadership Program (2021–2022)

**Auburn University**

Bachelor of Industrial Design (2002–2006)

**Certifications:**

Product Marketing Certified: Core (PMMC) – Product Marketing Alliance | Security Awareness and Culture Professional (SACP) – H Layer Credentialing | Certified Digital Marketing Professional & Professional Certified Marketer – DMI & AMA