JERRY NETTLES

SENIOR PRODUCT MARKETING MANAGER • B2B SAAS • PLATFORM & PORTFOLIO GTM

Spring, TX (Houston Metro) • Central Time • 281-830-6615 • jerrynettles@gmail.com • linkedin.com/in/jerrynettles • jerrynettles.com

PROFILE

I've spent 15 years across product, product marketing and business operations, most recently building the product marketing function at Modus Create. My work spans B2B SaaS platform and portfolio positioning, customer research, launches, enablement, adoption, and growth. The technical platforms I work on tend to be genuinely complex, so most of the job is making them make sense: clear value for buyers, and go-to-market execution that actually holds together.

At Modus Create, I built product marketing from scratch for an 11-product B2B SaaS portfolio, owning positioning, launches, customer research, competitive intelligence, developer marketing, partner programs, and sales enablement across the whole platform ecosystem. Reported portfolio results during my tenure included 15%+ install growth and 35%+ higher engagement.

AI is now part of how I do that work every day. I use it to compress research, explore ideas faster, build, test, and improve the quality of the decisions I make.

EXPERIENCE

Fractional Product Marketing & GTM Consultant — Nov 2025 – Present

Independent · *Remote · Fractional product marketing and go-to-market consulting*

- Developed independent product marketing studies for agentic AI and data infrastructure products, including positioning, launch planning and sales-enablement examples. Examples: jerrynettles.com.
- Design AI-powered workflows connecting research, strategy, content, design, analytics, and execution across a mix of specialized models and tools, with structured validation, reusable playbooks, and clear checkpoints for human review.

Founding Product Marketing Manager — Dec 2024 – Nov 2025

Modus Create · *Remote · Global digital transformation consultancy; Atlassian Platinum Solution Partner and AWS Advanced Tier*

- Joined as the company's first Product Marketing Manager and built product marketing from the ground up, partnering across Product, Engineering, Sales, partners, and leadership on an 11-product B2B SaaS portfolio.
- Created the Just Add+ portfolio narrative, repositioned the flagship as Just Add+ Embed, and designed clearer product entry points that supported cross-sell across a complex platform.
- Owned the Atlassian Marketplace listings end to end, including descriptions, screenshots, keyword research, content optimization, and SEO, as the portfolio's primary demand channel. The flagship app held Atlassian's Bestseller badge when I left in November 2025.
- Combined customer interviews, search behavior, Marketplace data, and competitive intelligence to shape product priorities and, with Product and Engineering, identify a new product opportunity.
- Made enterprise document-workflow products, APIs, Git integrations, OAuth, automation, and security easy to understand and buy for developers, administrators, and enterprise buyers, among them enterprise customers of the Atlassian Marketplace portfolio, including GE, Nestlé, NBC, Zillow and Universal.
- Connected customer feedback to product priorities, messaging, sales enablement, education, and launch decisions.
- Built an AI-assisted research and execution workflow around my own judgment and voice.

Head of Product Operations & Product Marketing — Sep 2016 – Dec 2024

Bament Group · *Houston, TX & New York, NY · Embedded product strategy, business operations, and go-to-market firm*

- Advised software, ecommerce, and consumer businesses across 40+ long-term engagements. My work covered positioning, messaging, launch strategy, sales enablement, customer research, demand generation, and customer experience.
- Ran client demand generation hands-on in the early years, including paid social and search, LinkedIn Ads, email programs, SEO, and HubSpot and Salesforce workflows, before building the team that owned day-to-day execution.
- Built and led a remote eight-person go-to-market team of marketers, designers, developers, and operators. I owned commercialization strategy end to end, along with the P&L, budgets, vendor relationships, customer research, growth strategy, and day-to-day operations across long-term client engagements.
- **HOUSE 2106 |** Led product, merchandising, ecommerce, inventory, fulfillment, and growth at a 10,000 sq ft retail gallery, rolling out Square/POS and the original 2,000+ SKU inventory foundation for a catalog of more than 10,000 products to guide merchandising, customer programs, and operating decisions. House 2106 reported 70% engagement growth and 50% revenue growth across the engagement.
- **IN THE LOOP PROPERTIES |** Managed marketing and operations for a $30M, 15-property portfolio, improving inbound demand while reducing expenses 15%.
- Built customer intelligence, onboarding, and lifecycle programs. Reported results from the Bament work included 50% higher marketing ROI, 45% higher retention and 40% lower support volume.
- Created B.A.M. Recordings, secured Warner distribution, and led positioning, partnerships, and release strategy for more than 100 products that generated over 2M streams and Apple Music chart placements.

Project Manager & Digital Marketing Director — Oct 2015 – May 2018

Nettles Construction Solutions · *Houston, TX · Commercial roofing; family business (concurrent with Bament)*

- Started in the field as a project manager on large commercial roofing jobs, including the George R. Brown Convention Center and the InterContinental, before improving the systems behind the work.
- Managed client and vendor accounts and delivered multimillion-dollar commercial roofing projects on schedule and within budget, then modernized project workflows, customer acquisition, and daily operations.

- Prepared the company for acquisition by restructuring the business, repositioning the brand, rebuilding its website and B2B marketing, and moving its IT systems to the cloud. Reported company results included 50% higher visibility, 25% higher lead conversion and 25% higher valuation.

Senior Product & Marketing Manager — Jan 2015 – Oct 2015

Mascot Label Group · *New York, NY · International music label*

- Ran positioning and release strategy for four international physical and digital launches each month, leading a team of three across artists, manufacturing, distribution, retail, streaming, and marketing partners.
- Led North American distribution and supply-chain operations with ADA Distribution, streaming platforms, and vinyl and merchandise manufacturers, while running the D2C store, inventory, and fulfillment.
- Managed royalties, reporting, paid media, and demand generation for a roster including Joe Bonamassa, Beth Hart, Neal Schon, Galactic, and Macy Gray.
- Expanded partnerships with Amazon, Spotify, Apple, Fender, Gibson, and PRS; North American sales grew 25% during this work.

Product Director, North America — Jan 2011 – Jan 2015

X5 Music Group · *New York, NY · Digital music distribution and technology*

- Opened X5's North American operation, began in global retail operations, and moved into product leadership as the company scaled its digital production business.
- Worked directly with Amazon, Apple, Spotify, YouTube, Universal Music Group, and Warner Music across global catalog distribution, marketplace storefronts and listings, and product strategy.
- Built The Brain as a working prototype for product decisions, then worked with Engineering to develop it for the wider product organization. Created Web Producer to support distributed production. Together, these tools supported the team's work on more than 12,000 audience-informed releases. As Product Director, I led a team delivering roughly 500 releases a month.
- Met weekly with Amazon and Apple to understand storefront and editorial needs, then built products, packaging, and pricing around those opportunities.
- Partnered with Spotify on five genre apps and co-developed Spinnup with Universal Music Group, leading research, product strategy, positioning, wireframes, and developer handoff.

SKILLS & EXPERTISE

Strategy & GTM: Technical Positioning & Messaging · Product Launches · Competitive Intelligence · Battlecards & Talk Tracks · Sales & Field Enablement · Solutions Content

Customer & Market: Customer Research · Market Intelligence · Buyer Insights · Adoption & Expansion · Content Strategy · Partner Marketing · Competitive Differentiation

Leadership & Operations: Cross-Functional Leadership · Team Building · P&L Ownership · Budgeting & Forecasting · Vendor Management · Strategic Planning · Executive Communication

Product, Data & Platforms: Product Strategy · Platform & Portfolio GTM · Buyer Journeys · GA4 · Mixpanel · Tableau · HubSpot · Salesforce · Jira · Confluence · Claude & Agentic Workflows

Training: Vanderbilt University — Organizational Strategy with Generative AI & AI Agents Specialization (in progress, 2026); completed Generative AI & AI Agent Organizational Strategy for Leaders · UX/UI Design, Avocademy (2023) · Atlassian Product & Ecosystem Training