

Building the product marketing function for Just Add+

FOUNDING PRODUCT MARKETING MANAGER, MODUS CREATE. DECEMBER 2024 TO NOVEMBER 2025.

Retrospective case study written by Jerry Nettles in 2026. It is not a launch-era document. Historical results are attributed to the Just Add+ portfolio during the tenure. No employer-owned or internal artifacts are shown.

I was the first product marketing hire for a portfolio of Atlassian Marketplace products. My job was to turn customer and product understanding into positioning, packaging, launches and work that sales and customers could use.

Give the buyer a product they can understand, not a list they have to decode.

One app's name was a string of technologies and diagram formats. I renamed it Just Add+ Embed and built the positioning and supporting work around the customer problem. The name was one decision inside a broader portfolio effort, not a claim that naming alone drove the results.

ORIGINAL APP NAME

**Diagram Git Markdown LaTeX HTML
PlantUML Mermaid Swagger UML**

REVISED PRODUCT IDENTITY

Just Add+ Embed

The original name and the revised product identity. The original name and the Just Add+ rename are described in the April 3, 2025 Modus Create article cited below; Just Add+ Embed is the product's Atlassian Marketplace name. Supporting examples are labeled where they have been reconstructed for this case.

RECONSTRUCTED EXAMPLE BASED ON THE ORIGINAL WORK.

Keep diagrams, Markdown and repository content in Confluence current from the source, instead of re-uploading them every time something changes.

Contribution

I owned the product marketing work, including positioning, messaging, pricing and packaging, Marketplace content and enablement. Product and Engineering remained essential partners in the product itself.

Result

Reported portfolio results during my tenure included 15%+ install growth and 35%+ higher engagement.

Historical, Jerry-confirmed results. Absolute baselines and controlled single-asset attribution are not available in this case.

The useful change was a shared way to explain the products and carry that understanding into the work, rather than recreating the story for every launch or asset.

Public record

"Just Add+: A smarter way to manage documentation in Confluence." Modus Create blog, April 3, 2025. Byline: Jerry Nettles, Product Marketing Manager.
moduscreate.com/blog/just-add-confluence-documentation

Jerry Nettles · jerry nettles@gmail.com · jerry nettles.com/work/just-add/