

# BHARATH CHARI, MBA

Austin, Texas · (512) 568-0532  
bharathchari@gmail.com

<https://www.linkedin.com/in/bharath-chari>

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## MARKETING LEADER WITH PASSION FOR DATA AND GTM EXPERTISE

Partnered cross-functionally with demand generation and sales to launch innovative data infrastructure and integration and platforms for international client base. Extensive startup experience and expertise in collaborating with analyst relations, product management, and DevRel on campaigns for successful product launches.

- Go-To-Market strategy/launch
- Platform/solution positioning and messaging
- Strategic and tactical analysis
- People management
- Technology evangelist
- Sales and partner enablement

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## EXPERIENCE

### CONFLUENT

Jan 2021- Present

#### Director of Product Marketing

- Built, led, and mentored a high-performing product marketing team, from the ground up. Partnered with cross-functional teams to successfully plan and launch net new GTM motions around use cases
- Created \$70M in pipeline with scalable GTM and high-quality content for tech executives, architects and developers including demos, presentations, solution briefs, white papers, videos and customer webinars
- Tested and evolved our platform messaging and positioning across multiple personas and marketing channels to build market awareness, resulting in 2500+ web visits and 3700+ blog views
- Drove the effort to add the 'Why Confluent' navigation on the website, resulting in a 14% lift in unique visitors and 1600+ incremental cloud sign ups a year
- Built impactful sales plays and enablement resources, including pitch decks, TCO calculators, battle cards, and discovery guides which resulted in 1400 engagements and 300 customer/prospect conversations, by working with customers, sales and partners
- Demonstrated thought leadership in the industry with a track record of technology evangelism across speaking engagements, press and industry analysts, blogs, and social media to a variety of technical and business audiences
- Built comprehensive marketing and sales dashboards tracking campaign performance, MQL conversion, and cloud signup metrics to establish benchmarks and optimize GTM strategy

### DATAQG

Oct 2021- Present

#### Chief Marketing Officer (Part Time)

- Crafted GTM strategy for building brand awareness with IT leaders and practitioners for a data integration and governance resource platform in the form of messaging, marketing collateral, SEO, social media strategy and partner marketing.
- Built and grew virtual community 10x within 6 months by continuous delivery of authentic content in the form of blogs, podcasts, and community roundtables

### IBM

July 2018- Jan 2021

#### Senior WW Product Portfolio Marketing Manager, Data Integration and Governance

- Played a key role in turning around underperforming business unit and grew revenue by 20% QoQ, by defining the go to market strategy, use case prioritization and competitive intelligence, based on an outside-in approach
- Earned the 2019 IBM Lab Spotlight Excellence Award by championing a culture shift across the segment, improving collaboration with product management, sales, business partners and industry analysts
- Generated \$32M in validated lead revenue by creating thought leadership content (blogs, whitepapers, presentations, webinars, videos) and sales collateral (sales kits, qualification and messaging guides) for new product launches
- Spurred 11% improvement in pipeline-generating activities for partners by creating joint value proposition documents and partner collateral to sell, cross-sell/up-sell and retain revenue from customers and prospects
- Improved IBM customer engagement 300% YoY with analysts, by successfully planning and implementing group's first ever client outreach and nurture program

**Product Marketing Manager**

- Secured bookings of \$300K within one year of launch of company's first ever modular analytics platform, due to instrumental role in developing the product vision and go to market strategy
- Contributed to BU revenue increase from \$42M to \$51M by creating product roadmap and overall plan to access customer needs from interviews, field trials for new product development and existing product enhancement
- Grew sales by \$2M over 5 years by combining market analysis with requirements synthesis and facilitating feature prioritization
- Increased customer retention rate 5x by conducting regular check-in calls and quarterly strategic reviews to drive adoption, satisfaction, reduce churn and ensure alignment with business objectives

**EDUCATION**

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**THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX**

**Master of Business Administration**

**LOUISIANA STATE UNIVERSITY, Baton Rouge**

**Master of Science in Electrical Engineering**