

# Gary Keeler

---

📍 Menomonie, Wisconsin 📩 iamkeeler@gmail.com ☎ (715) 308-2096 💬 in/garykeeler 🌐 iamkeeler.com

---

## SUMMARY

Global Product Marketing Leader with 14+ years of experience driving GTM strategy, revenue growth, and brand evolution for B2B SaaS and enterprise technology. Proven track record of orchestrating complex product launches that delivered \$55M+ in pipeline and 1400% conversion improvement. Expert in Customer Lifecycle Management (CLM), transforming user insights into differentiated positioning and scalable commercial value. Adept at building and mentoring multidisciplinary teams across product marketing, competitive intelligence, and pricing strategy to align product vision with executive business goals.

---

## EXPERIENCE

### **Sr Director of Marketing, Brand and Creative | Veranex Solutions | Minneapolis, MN | March 2023 - November 2025**

- Led global product marketing strategy and enterprise growth for a healthcare technology leader, overseeing GTM execution, brand architecture, and lifecycle marketing.
- Strategic GTM & Commercial Execution: Architected the GTM strategy for a v3.0 digital platform launch, defining value propositions and requirements that aligned with a 10x lead generation goal. Orchestrated cross-functional alignment across product, sales, and engineering, resulting in a 1400% conversion rate improvement (0.001% to 1.4%), 3x traffic increase, and primary qualified lead generation within 6 months.
- Customer Lifecycle Management (CLM): Designed and implemented a comprehensive CLM strategy via an enterprise HubSpot rollout, unifying 50K+ customer records across 5 business units. Established behavior-based triggers and segmentation that drove a 25% YoY increase in qualified lead conversion through personalized engagement.
- Market Intelligence & Positioning: Defined Ideal Customer Profiles (ICPs) through rigorous data analytics and 30+ subject matter expert interviews. Translated market insights into actionable roadmap priorities, reducing sales cycles by 3 weeks and increasing qualified lead quality by 25%.
- Organizational Leadership: Unified fragmented marketing and creative teams into a cohesive, high-performing organization. Mentored 9 team members through organizational transition during tenure as Interim Head of Marketing, establishing Agile workflows and accountability frameworks adopted across 3 business units.

### **Director of User Experience | Veranex Solutions | Minneapolis, MN | November 2021 - March 2023**

- Built and scaled a product insights organization to inform strategic decision-making and roadmap prioritization.
- Customer Insights & Strategy: Established a proprietary research practice conducting 40+ annual initiatives (interviews, journey mapping) to inform product positioning across 8 digital properties. Synthesized insights to align executive stakeholders on customer pain points and competitive differentiation.
- Cross-Functional Influence: Partnered with Product and Engineering to translate customer needs into commercial opportunities, resulting in a 50% increase in project continuations (expansion revenue) and zero scope failures.
- Team Scaling: Scaled the team 300% in 12 months, hiring and mentoring 6 professionals. Developed a culture of continuous improvement, promoting 3 team members to senior roles within 18 months.

### **Acting Director, Software Practice | Zebra Technologies Inc | Minneapolis, MN | October 2020 - November 2021**

- Directed an \$18M+ product portfolio, defining monetization models and GTM strategy for enterprise software solutions.
- Product Portfolio Strategy: Defined strategy and roadmaps for 50+ enterprise products through deep competitive analysis and market research. Successfully launched 5 new products/services by identifying critical market gaps.
- Pricing & Monetization: Developed and launched a recurring revenue model for digital transformation consulting, contributing \$6M in additional annual revenue (33% business line growth) and establishing new market positioning for the firm.
- Executive Partnership: Managed enterprise client relationships across 50+ concurrent projects, establishing executive communication cadences and dashboards to ensure alignment on ROI and strategic value.

### **Design Practice Manager | Zebra Technologies Inc | Minneapolis, MN | August 2015 - November 2020**

- Led enterprise design practice serving a \$12M+ business unit, focusing on digital transformation and customer experience.
- New Product Innovation: Envisioned and executed 5 major product offerings through market analysis, resulting in \$3M+ annual revenue and significant market differentiation.
- Global Client Engagement: Consulted with 100+ enterprise clients (including Amazon, Walmart, Disney) to identify technology opportunities, standardizing service delivery models across 3 geographic regions.

### **Director of Design and Project Management | ITR Mobility | Minneapolis, MN | June 2011 - August 2015**

- Established design function from the ground up, creating design processes, direction, and team infrastructure for growing digital product company.
- **Scaled design team from 1 to 5 UX architects** establishing design recruitment, onboarding, and professional development processes. Built team culture emphasizing design rigor and user-centered problem solving.
- **Defined design direction and processes** creating design systems documentation, design critique practice, and design-to-development handoff standards. Reduced design-to-development cycle time by 40% through process standardization and technical collaboration.

- **Served 50+ clients across verticals** delivering digital product design and user experience consulting. Established client success framework improving retention rate to 85% and generating 30% of new business through client referrals.

---

## SKILLS

### Strategy & GTM:

Global Product Marketing Strategy, Go-to-Market (GTM) Execution, Product Positioning & Messaging, Competitive Intelligence, Pricing & Packaging Strategy, Sales Enablement, Brand Architecture.

### Customer & Lifecycle:

Customer Lifecycle Management (CLM), Ideal Customer Profile (ICP) Definition, Customer Journey Orchestration, Market Research & Insights, Segmentation & Targeting, Retention Strategies.

### Leadership & Operations:

Cross-Functional Team Leadership, Executive Stakeholder Management, Agile Methodologies, Budget Management, Marketing Analytics & attribution (Google Analytics, Looker, PowerBI), HubSpot CRM Enterprise.

---

## SELECTED PROJECTS

### Open Source Contributions | [github.com/iamkeeler](https://github.com/iamkeeler)

- **MarkTo** - Built and released a tool for converting Markdown to RTF for use with AI.
- **UXTOOLTIME-Axure** Maintained library of reusable Axure widget components and interactions accelerating prototyping workflows (60,000 downloads).
- **UXTOOLTIME-Framer** Created collection of Framer snippets and components for rapid prototyping and design validation.
- **FiveMinute** Adobe Premiere Pro project templates for video content creation.

### Conference Speaking & Presentations

- **2x Midwest UX Conference** Design leadership and team scaling best practices.
- **2x Minnesota Developer Conference** Cross-functional collaboration for product designers and engineers.
- **2x THAT Conference** Team Culture, design systems and scalable design operations.

---

## EDUCATION

### Bachelors of Fine Arts - Graphic Design | University of Wisconsin - Stout

Menomonie, WI | 2011

---