

Jack Erickson

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Summary

Product marketing and product management leader with a 20+ year record of growing software product lines and launching new offerings in AI and electronic design automation software. Skilled at making deeply technical value propositions resonate with both developers and business decision makers. My focus is on driving adoption, crafting impactful messaging, and aligning GTM execution with business strategy.

Core strengths:

- Communicating the value of technical capabilities to both technical and executive audiences
- Strategic planning, segmentation, positioning, and competitive analysis
- Go-to-market strategy, sales enablement, and demand generation
- Influencing product roadmaps and securing executive-level buy-in
- Creating scalable, high-engagement content for technical audiences

Experience

Intel

Principal Product Marketing Manager, AI software

Remote
2022-2025

- Created developer-focused videos, demos, articles, blog posts, and social media posts to drive adoption of open source generative AI, machine learning, and data science software offerings as well as Intel Developer Cloud.
 - Short videos covering topics such as generative AI, quantization, PyTorch inference optimization, and Intel Gaudi deployment generated over 5M views.
- Developed and led the go-to-market plan for the Intel Certified Developer: MLOps Professional training and certification offering, exceeding adoption targets.
- Built hands-on workshop to teach how to deploy LLMs, RAG, image generation, and agentic applications optimally across CPU, NPU, and GPU, driving developer adoption of OpenVINO and AI PCs.
- Architected and developed web pages for products, solutions, and ecosystem partners. In 2 years, visitors grew by 2x and click-throughs to downloads by 9x.
- Mentored junior colleagues on GTM planning and content creation projects.

MathWorks

Principal Product Marketing Manager, HDL and SoC product line

Natick, MA
2014-2022

- Led product line long-term strategy planning and twice-yearly update presentations to executive staff. New strategic initiatives opened new market segments.
- Increased product line revenues by 5x and improved profitability by increasing core product win rates and customer retention, while introducing complementary add-on products.
- Secured executive approval for budget and resources to drive broad and account-based marketing campaigns.
- Launched new category of products to connect 5G, AI, DSP and image processing algorithms to chip design. Defined clear target entry segments, created innovative pricing, and trained sales to find these opportunities.
- Created and delivered technical webinars, videos, conference presentations, sales collateral, and white papers.
- Mentored junior and mid-career marketing colleagues on new product introduction processes and techniques, improving their skills and our team's productivity.

Cadence Design Systems

Product Marketing Director, SystemC design and verification software

Remote
2010-2014

- Grew the product line from early adopter technology into a \$10M business.
- Defined business case for and implemented a profitable go-to-market approach.
- Built and maintained competitive intelligence to define positioning for sales trainings.
- Created thought leadership content such as articles, blog posts, webinars, and customer success examples.
- Grew the overall segment via strategic partnerships and university relations.

Cadence Design Systems

Product Management Director, Digital logic design software suite

Remote / Chelmsford, MA

2006-2010

- Led an effort that created targeted solutions from multiple product lines, increasing overall segment revenues by 33% to over \$100M.
- Identified customer need and market opportunity for solution components, then drove cross product line requirements for software and services development.
- Drove public launches of solution components, including content, press interviews, sales training, technical articles, pricing and packaging.
- Created and delivered executive-level product line presentations, enabling higher-level sales engagements.
- Developed customer communities to increase adoption and usage, and to cross-sell products.
- Managed and mentored cross-product team.
- Continued to perform the Sr. Product Marketing Manager role below.

Cadence Design Systems

Sr. Product Marketing Manager, Digital logic synthesis software

Remote

2003-2006

- Drove an aggressive go-to-market strategy to launch a newly acquired product, growing from 0% to 20% market share in a mature \$250M segment.
- Trained sales specialists and generalists to compete against an entrenched market leader.
- Implemented new product packaging and pricing to reach new low-end segments and to differentiate in the high-end.
- Secured over 100 public customer endorsements to establish the product's reputation for mainstream adopters.

Cadence Design Systems

Product Marketing Manager, Synthesis and physical design software

Remote / Chelmsford, MA

1999-2003

- Re-worked logic synthesis go-to-market strategy and led cross-functional team to ensure key wins and references to win competitive market share.
- Grew physical synthesis product line revenue from \$75M to \$100M.

Cadence Design Systems

Sales Applications Engineer

Chelmsford, MA

1995-1999

- Drove competitive wins for strategic logic simulation sales campaigns worldwide.
- Led a cross-functional effort to build a performance measurement suite, improving product competitiveness.
- Developed add-on applications utilizing the product's C-based API to enable successfully customer adoption.

Synthesis School

Part-Time Facilitator and Mentor

Remote

2021-2023

- Led weekly online sessions for children ages 8-14, using videogames to teach meta-concepts and teamwork to solve complex problems.
- Mentored other facilitators to develop their skills, delivered through periodic review sessions.
- Helped define and implement operational processes during scale-out from early-stage startup.

Education

Worcester Polytechnic Institute

Master of Business Administration

Tufts University

Bachelor of Science in Electrical Engineering