

My tech startup GTM career is founded on working face-to-face, side-by-side, and back-to-back with founders, VCs, and civic leaders to clarify positioning and build marketing functions that turn traction into trajectory, carving out industry firsts across AI, B2B, B2C, Climate, Healthcare, and Nonprofit sectors by translating complex engineering palaver into category-defining brands with sharp brand identity and messaging that converts. Ultimately, I bring an adaptable product marketing toolkit that translates highly technical solutions into market-leading positions across deep tech ecosystems.

CAREER HIGHLIGHTS

- Built Waze's first in-house brand and comms function and grew users from 100,000 to 100M+, through the \$1.1B Google
- Helped scale BeeHero into the world's largest pollinator platform in 18 mos
- Orchestrated Moovit's pre-acquisition rebrand, contributing to \$900M Intel acquisition
- Led brand and positioning for CAPE Analytics, acquired by Moody's in 2025
- Guided Sense Photonics' naming, messaging, and website before its 2021 acquisition by Ouster
- Contributed to securing \$650M+ in VC funding from Amazon, BMWi, Congruent, Microsoft, Climate Capital, others
- Guided Spire Health's repositioning from consumer product to FDA-regulated medical device before Wellinks acquisition
- Recognized in [Business Insider](#) for my branding work

EXPERIENCE

2024 - PRESENT | Chief Storyteller | Navigara

Performance-visibility platform that makes engineering managers' work legible to the rest of the org

- Built the founding narrative and positioning around making engineering managers' work visible
- Developed brand voice, tone, and verbal identity from scratch, including naming and core messaging
- Wrote the messaging framework that keeps the story on legibility, not surveillance
- Created founder and executive LinkedIn voices that reach US engineering leaders
- Shaped press angles and media hooks around the legibility story for outreach

2013 - PRESENT | Founder + Principal | RallyCall **Get-to-Marketing**

B2C/B2B startup brand strategy

- Leading brand strategy and GTM development for 75+ startups, blending storytelling with performance metrics
- Translating brand purpose into integrated marketing plans across paid, owned, and earned channels
- Building messaging architectures and evergreen brand campaigns aligned with cultural moments
- Creating customer-centric frameworks for sales enablement, resulting in increased conversion and retention
- Developing partnership strategies and launching narratives that elevated emerging brands into national spotlight

2023 - 2024 | Fractional VP Product Marketing | **Streetleaf**

Streetleaf Municipal-Scale Solar Streetlights

- Created and launched a new category for solar-powered municipal infrastructure, including brand identity and product messaging
- Drove 205% increase in web traffic and a 15% rise in municipal sales inquiries in under 6 months
- Developed integrated comms plans and customer personas to align stakeholders and campaigns

2019 - 2023 | VP Brand Marketing + Communications | **BeeHero**

Beehive technology platform to maximize crop yields through pollination

- Implemented product UX across web, iOS app, and marketing collateral
- Coined company tagline "Pollinate & Prosper," used on all marketing materials
- Established brand voice and tone and drafted copy for BeeHero's website and initial iOS app UI
- Spearheaded highway billboard campaign that brought in UC Davis and the USDA as major research partners
- Drafted invitation, welcome sequence, engagement, and awareness email campaigns
- Produced product videos, including conception and hiring talent, to educate [beekeepers](#) and [farmers](#)
- Owned PR and media relationships, securing coverage in outlets like [TechCrunch](#), [Good Morning Sacramento](#), [The Guardian](#), and earning a spot as a finalist for [FastCompany's World Changing Companies](#)

2016 - 2019 | Head of Product Communications + Brand | **Spire Health**

Respiration-sensing hardware HealthTech used by respiratory patients and their doctors

- Produced [launch videos](#) for HealthTags, including script, budget, and talent, to introduce a new product category
- Directed 3-5 freelance bloggers, managing content calendar for short and long-form content each month
- Worked with digital marketing team to optimize Google AdWords SEO for website visits and recurring revenue
- Guided the brand pivot from wellness to regulated medical device, resulting in 40% growth in institutional sales
- Ran marketing dept cross-functionally with Design and event contacts to create collateral and manage events like CES
- Helped build budgets to deploy paid and earned media campaigns to make data-driven decisions

2010 - 2013 | Director of Communications | **Waze**

Real-time traffic app acquired by Google in 2013 for \$1.3B

- Led PR & product marketing strategy, growing the user base from 100,000 to 100M+
- Developed all App Store copy and in-app messaging, maintaining 48-star average reviews globally
- Partnered with 32 TV stations as acquisition channels, contributing to 25% of new user growth
- Seized opportunity to leverage bad press by collaborating with Engineering to develop new Hands-free feature
- Worked with marketing team to design and develop Facebook iAds
- Engaged customers for feedback to advocate for roadmap and feature development
- Produced, edited, and published the company newsletter and internal comms strategy to 90+ employees
- Hired 1st Data Visualization Designer and West Coast Partnership Manager

2007 - 2010 | Senior Account Executive | **VSC Consulting**

From headlines to bottom lines

- Helped brand AppLaunchPR, the first agency dedicated to apps, and Wareness, the hardware PR/accelerator
- Supported more than \$2B in exits for my clients to giants like Dell, eBay, and Nokia

MENTORSHIP + VOLUNTEERING

- 2023 - 2024 | **Moth Belly Gallery** Launch
- 2023 - 2024 | **San Francisco's Bhangra & Beats Festival** Launch
- 2021 - 2022 | **Big Brothers Big Sisters of America** Child & Youth Development
- 2016 - 2016 | **Swissnex at Pier 17** Launch
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- 2013 - 2014 | **San Francisco Mayor's Office of Civic Innovation EIR Residency** Launch
- 2010 - 2013 | **TEDxAlcatraz**, **TEDxFiDiWomen** Producer
- 2008 - 2013 | **Stanford University's** Global Technology Symposium Producer

SKILLS

- Go-to-Market Strategy | Positioning & Messaging | Product Launches
- Sales Enablement | Product Marketing | Data-Driven Storytelling
- Competitive Analysis | B2B SaaS | Investor & Stakeholder Communication

EDUCATION

- B.A. Communication + Media Studies
 - St. Mary's College of California

LANGUAGES

- English (fluent)
- French (fluent)
- Spanish (working proficiency)

REFERENCES AVAILABLE ON REQUEST

