

Dan Bettinger, MBA

Principal Product Marketing Manager

Enterprise cloud platforms | Kubernetes | Security

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PROFESSIONAL SUMMARY

Principal product marketing manager specializing in enterprise cloud platforms, Kubernetes, and security. Leads cross-functional teams through influence and connects buyer research and positioning to launches, sales enablement, and commercial results. Brings experience in product management and enterprise sales.

CAREER HIGHLIGHTS

IBM: Doubled marketing-sourced revenue for a cloud-native development campaign over one year.

J.P. Morgan: CRM-attributed 180% year-over-year growth in marketing-sourced Onyx inbound leads.

Red Hat: Started the Product Marketing and AI Guild. The community now has 190+ members.

CORE EXPERTISE

Positioning and messaging | Go-to-market strategy | Product launches | Market research | Sales and channel enablement | Partner and developer marketing | Cross-functional leadership | AI-assisted marketing

PROFESSIONAL EXPERIENCE

Red Hat

Principal Product Marketing Manager

December 2023 - Present | OpenShift | Kubernetes management, security, and sovereignty

- Own product marketing for Red Hat Advanced Cluster Management for Kubernetes, connecting product messaging with launches and field enablement.
- Lead a nine-person matrixed product and technical marketing team. Set shared objectives, align work to goals, and coordinate launches, sales and channel enablement, presentations, and technical demos.
- Own security and sovereignty messaging across business units. Maintain accurate messaging and update the narrative as market conditions change.
- Conceived and commissioned Red Hat's 2026 Kubernetes fleet management study and wrote the survey questions. Secured funding and management support after a year of advocacy for buyer benchmarking and field-marketing content.
- Started Red Hat's Product Marketing and AI Guild the day after receiving Google Gemini access. The community now has 190+ members.
- Created and shared more than 50 AI skills, including tools for partner messaging and simulated message reviews. Built a catalog for colleagues to share them.

PROFESSIONAL EXPERIENCE, CONTINUED**J.P. Morgan****Senior Product Marketing Manager**

September 2021 - November 2023 | Onyx | World's first bank-led blockchain platform

- Developed the platform story and go-to-market campaigns for the world's first bank-led blockchain platform, Onyx. CRM attributed 180% year-over-year growth in marketing-sourced inbound leads to those campaigns.
- Created landing pages, hosted assets, outbound emails, three explainer videos, and LinkedIn posts to bring the revised messaging to prospects.

IBM**Cloud-Native Product Marketing**

July 2018 - September 2021 | IBM Cloud portfolio

Promoted to Program Director in January 2019

- Doubled marketing-sourced revenue attributed to the "Build New Cloud Native Applications" campaign over one year by rebuilding its narrative, prospecting emails, supporting assets, and landing pages.
- Led a 13-person matrixed team. Directed cloud-native positioning and developer campaigns, built and hosted the IBM Cloud Podcast, and created messaging for developers and IT executives.
- Led marketing partnerships with the Cloud Native Computing Foundation, Fortanix, and Mendix, and supported IBM's KubeCon presence in North America and Europe.

Dell EMC**Senior Product Manager**

March 2016 - June 2018 | Ready Solutions and Alliances

- Designed, built, and marketed a development kit that helped independent software vendors and systems integrators create solutions for private cloud, big data, AI, and IoT.

VMware**Consulting Sales Executive**

November 2014 - January 2016 | DevOps and Open Cloud Practice; joined through the MomentumSI acquisition

- Sold DevOps, cloud, and cloud-native application consulting services to Fortune 500 companies and cloud service providers. Built strategic partner relationships at MomentumSI before the VMware acquisition.

EDUCATION**Master of Business Administration**

Texas State University | San Marcos, Texas

Bachelor of Arts, International Studies

Fairfield University | Fairfield, Connecticut

PORTFOLIO

Selected work: www.danbettinger.com