

# Zack Alami

Copenhagen, Denmark | (+45) 31 75 90 54 | Portfolio: [zackalami.com](http://zackalami.com)



## Personal Statement

Senior Product Marketer with 10+ years leading GTM strategy across EMEA, APAC, and the US for B2B SaaS companies. Scaled global PMM teams, delivered multi-region launch systems, and shaped category positioning. Delivered 2-3x adoption increases, 15-20% ARPU lifts, and introduced PLG motions that create predictable expansion, all with a pragmatic mindset and bias toward action.

## Work Experience

### Head of Product Marketing

**Omnia (Acquired LiveTiles)** | Copenhagen, Denmark | Jun 2024 - Present

- Launched a multi-market customer migration program informed by customer insights, transitioning 40+ enterprise customers from legacy LiveTiles to Omnia in the first year and exceeding targets by 1.5x.
- Led the first global product launch with repeatable processes for planning, messaging, and cross-regional execution that delivered 2-3x higher adoption compared to previous rollouts.
- Built the product marketing function from scratch: ran customer adoption programs, used NPS to prioritize roadmap, and enabled commercial teams to sell the LiveTiles-to-Omnia transition.

### Head of Product Marketing

**LiveTiles** | Copenhagen, Denmark | Apr 2022 - Jun 2024

- Promoted to lead global product marketing across EMEA, APAC, and the US, managing a team of product marketers, designers, and engineers.
- Redesigned product packaging and pricing to support land-and-expand strategy, increasing ARPU 15-20% through simplified tiering and frictionless upgrade paths.
- Introduced product-led growth (PLG) motions, including in-product prompts, usage-based triggers, self-service upgrade flows, and tutorials that drove upsell and increased adoption of new features.
- Led category repositioning informed by competitive analysis and market research, securing first time analyst recognition with inclusion in Gartner Magic Quadrant and IDC MarketScape reports.
- Established seasonal product launch cadence, aligning board and C-suite on product strategy while directing 10+ launches including the first major AI feature.

### Senior Product Marketing Manager

**LiveTiles** | Copenhagen, Denmark | Dec 2021 - Apr 2022

- Simplified portfolio from 7 products to 3 and developed a comprehensive GTM strategy, including the launch of a new analytics feature.
- Led a major website redesign to effectively reflect the updated product strategy and messaging, increasing demo requests 25-30% YoY.
- Created the sales enablement program to streamline access to critical go-to-market resources, align teams across regions, and reduce sales cycle time.

## Contact details

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[LinkedIn](#)

## Languages

- English, C1 (CEFR)
- Spanish, (Native)
- Catalan, (Native)

## Certifications

- **Certificate Executive Leadership Programme** at Product Marketing Alliance (PMA).
- **AI for Product Management** at Mind The Product.
- **Product Management Certification** at Mind the Product.

## Education

- **Bachelor's Degree** Marketing and Market Research at UOC University (2017)
- **Associate Degree** International Business at ECAT Barcelona (2014)

## Awards

### Senior Marketing Manager

**Siteimprove** | Copenhagen, Denmark | Sep 2019 - Dec 2021

- Launched the first customer marketing program in collaboration with demand generation, leading cross-functional campaigns across markets.
- Delivered 17+ field events and regional programs, increasing pipeline by 25% and surpassing revenue attribution targets (33.8% vs. 20%).
- Drove product launch of GDPR, SEO, and Analytics solutions across target regions. Recognized as Top Global Marketing Performer in 2019.

### Marketing Manager

**Siteimprove** | Copenhagen, Denmark | Mar 2018 – Sep 2019

- Built the first regional marketing function for Spain, Italy, and Portugal, delivering 40% increase in qualified pipeline and measurable brand growth within first year.
- Established regional KPIs and campaign frameworks, developing localized programs across paid, earned, and owned channels to maximize ROI while maintaining global brand alignment.

### Marketing Manager

**Saak Digital** | Barcelona, Spain | Aug 2015 – Mar 2018

- Led UK market expansion in partnership with the Embassy of Spain, landing flagship clients like Arsenal FC and City Football Group. Doubled ARR and strengthened market positioning ahead of the investment round.
- Set up cross functional processes to align sales, marketing, and customer success. Led event strategy and collateral that strengthened brand presence across the UK, Germany, and Spain.

### Product Marketing Specialist

**Expertus** | Barcelona, Spain | May 2016 - May 2017

Led product repositioning, messaging, and rebranding for five Expertus Group companies in Spain. Delivered website copy, case studies, and go-to-market materials to drive sales enablement and growth.

### Communications Specialist

**Barcelona Chamber of Commerce** | Barcelona, Spain | Sep 2013 - Mar 2014

Supported small and medium-sized businesses in expanding internationally as part of the world's largest business and innovation support network.

## Skills

- Go to market strategy
- Positioning and messaging
- Pricing and packaging
- Segmentation and ICPs
- Launch planning
- Adoption and activation
- Customer insights
- Competitive analysis
- Sales enablement
- Analyst relations
- AI fluency