



Zack Alami

"I help tech companies find their voice, define what they do, and simplify their go-to-market."

*Based in Copenhagen, Denmark.
Born in Barcelona, Spain, in 1991.*

Contact

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Languages

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

Experience

Head of Product Marketing, Global

LiveTiles | Copenhagen, Denmark | April 2022 - present

As a key member of the global executive team, I established and led the product marketing function. My responsibilities included managing global product launches, crafting and refining messaging, positioning, and value propositions for the product portfolio, and developing go-to-market strategies to increase demand and pipeline growth.

Additionally, I significantly contributed to category positioning, shaped the long-term product vision, and established influential relationships with leading industry analysts like Gartner, IDC, and ClearBox.

Achievements:

- Established the PMM function, playbook and workflow.
- Implemented and executed a triannual release cycle.
- Successfully launched over 10 new features within a 12-month period, including AI features, APIs, SDKs, and analytics capabilities.
- Managed a diverse, cross-functional marketing team of six FTEs located in the US, Denmark, Switzerland, and Philippines.

Senior Product Marketing Manager

LiveTiles | Copenhagen, Denmark | Dec 2021 - Apr 2022

As the Senior Product Marketing Manager at LiveTiles, my primary focus was on simplifying the product portfolio and developing a comprehensive go-to-market strategy, which included launching a new Analytics product. Additionally, I led a significant revamp of the website, ensuring it effectively showcased the updated product strategy.

Senior Marketing Manager

Siteimprove | Copenhagen, Denmark | Sep 2019 - Dec 2021

As Senior Marketing Manager for Southern Europe and Latin America at Siteimprove, led all B2B marketing initiatives, including the introduction of the first Customer Marketing Program. Managed a cross-functional marketing team specializing in digital to support market expansion, brand awareness, and content creation.

Achievements:

Education

- **Certificate Executive Leadership** Programme at Product Marketing Alliance (PMA)
- **Bachelor's Degree:** Marketing and Market Research at UOC University
- **Associate Degree:** International Business at ECAT Barcelona

Projects

- **Startup Mentor** at Demium, 2020 - present
- **Founder** at webpmm.com 2012 - present
- **Founder** at internacionalmente.com 2012 - present

Interests

- Technology
- Philosophy
- Photography
- Sustainability
- Sports

- Managed over 17 field activities, which resulted in a 25% increase in pipeline generation during my tenure. Consequently, I achieved 33.8% in Marketing Attribution Revenue, surpassing the regional goal of 20%.
- Successfully launched three major products included GDPR, SEO, and Analytics solutions.
- Named Top Global Marketing Performer of 2019.

Marketing Manager

Siteimprove | Copenhagen, Denmark | Mar 2018 – Sep 2019

I built the first marketing strategy for Spain, Italy, and Portugal, focusing on demand generation across paid, earned, and owned channels. I established the region's first framework, guidelines, KPIs, and governance to ensure that localized campaigns consistently delivered ROI, aligned with both brand and business objectives.

Marketing Manager

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

As the Marketing Manager for the Weeras Platform at Saak Digital, I built the company's marketing department to strengthen its presence in key markets including the UK, Germany, and Spain. This transformation involved a rebrand, a major update to the MarTech stack, and the implementation of new processes to align sales, marketing, and data. Additionally, I led a team of two full-time employees for the cross-functional marketing team.

Product Marketing Specialist

Expertus | Barcelona, Spain | May 2016 - May 2017

As a Product Marketer for five companies within the Expertus Group in Spain, I developed segment strategies and led initiatives in product repositioning, messaging and rebranding. Additionally, I contributed significantly to the creation and deployment of marketing and sales enablement materials, including website, case studies and go-to-market roadmaps.

Communications Specialist

Enterprise Europe Network (EEN) - Barcelona Chamber of Commerce | Barcelona, Spain | Sep 2013 - Mar 2014

As a Communications Specialist at the Enterprise Europe Network (EEN) - Barcelona Chamber of Commerce, I advised small and medium-sized businesses on international development. I was part of the world's largest business and innovation support network.