



# Zack Alami

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

## Personal Statement

Senior product marketing leader with 10+ years in B2B tech. Scaled global PMM teams, delivered multi region launches, and shaped category positioning across EMEA, APAC, and the US. Partnered with Product and Sales to lift adoption, refine packaging, and support revenue growth with a pragmatic, results oriented mindset.

## Work Experience

### Head of Product Marketing

**Omnia** | Copenhagen, Denmark | Jun 2024 - Present

- Building the product marketing function and setting the direction for positioning, launch operations, and team roles across EMEA, the US, and APAC.
- 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 and established repeatable processes for planning, messaging, and cross regional execution that delivered 2 to 3x higher adoption compared to previous rollouts.

### 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, increasing ARPU 15–20% through simplified tiering that improved retention and upsell performance.
- 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 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

**Phone:** (+45) 31 75 90 54

**Email:** [zetalami@gmail.com](mailto:zetalami@gmail.com)

**Portfolio:** [zackalami.com](https://zackalami.com)

[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)

## 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.

## Awards

- Expert Distinction, Product Marketing Alliance (2025)
- EMEA Leadership Award, LiveTiles (2021)
- Top Global Marketer, Siteimprove (2019)
- Excellence Scholarship, Leonardo da Vinci programme (2014)

## 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

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