

JASON DOS SANTOS

| SENIOR MARKETING LEADER

Australia 

hello@jason-dos-santos.com 

Senior marketing leader with experience opening new markets and commercialising complex technology and services. Connects product understanding with market insight to identify opportunities, shape offers and make complex solutions clear to customers. Leads marketing and sales operations teams, combining commercial judgement with practical experience building demand programmes, digital experiences and integrated marketing systems.

SCOPE

Markets

ANZ marketing leadership with previous APAC and global responsibility.

Team Leadership

Marketing and Sales Operations team leadership, agency direction and partner collaboration.

Commercial

Marketing strategy, budget ownership, partner funding and investment planning.

CORE EXPERTISE

Market Entry & Expansion

Market assessment, customer segmentation and opportunity prioritisation.

Positioning & Commercialisation

Proposition development, messaging, offering design, pricing and launch strategy.

Partner & Portfolio Growth

Partner programmes, joint go-to-market planning and account expansion.

Marketing & Sales Operations

CRM integration, AI workflows, sales enablement, attribution and reporting.

Digital Development & Automation

Coded landing pages, calculators, custom CMS modules and data preparation.

Demand Generation & Lifecycle

Integrated campaigns, ABM, paid media, lead qualification and nurture.

PLATFORMS

CRM & Automation

HubSpot · Salesforce · Dynamics 365 · Zapier

Web & Development

WordPress · HTML · CSS · JavaScript · HubL · Storyblok · HubSpot

AI & Enablement

ZoomInfo · Salesloft · Klue · Claude · Perplexity · Apollo

Paid Media

Google · LinkedIn · Meta · programmatic

Creative & Production

Illustrator · InDesign · Photoshop · Premiere Pro

Data & Reporting

Power BI · Power Query · Google Analytics · Excel

EDUCATION

Creative & Interactive Media

Brisbane · Griffith University

Product Design

Melbourne · RMIT University

MARKETING MANAGER, ANZ | Feb 2026 - Present

Promoted to lead ANZ marketing strategy, planning and execution, demand generation, partner growth, portfolio GTM, marketing operations and sales enablement, owning an A\$1.3m+ annual budget. Manage four direct reports across campaigns, creative, digital activation, sales enablement and operations, two dotted-line digital specialists based in India.

- Led 2026 marketing performance of 5,500+ MQLs, up 18% YoY, and A\$8.65m in Marketing Contribution to Business (MCB) YTD, up 22% YoY; tracking toward more than 7,000 MQLs and A\$12m MCB for the full year.
- Delivered A\$2.21m in new business wins and created A\$13.2m in active marketing-influenced pipeline.
- Expanded demand across the broader specialist portfolio, increasing MQL volume by 113% and MCB by 28% YoY.
- Expanded partner engagement beyond channel marketing into joint commercial and industry planning, increasing partner funding by 17% YoY and delivering a C-suite ABM programme that generated A\$1.1m in closed-won value.
- Designed and implemented the HubSpot-Salesforce lead lifecycle model, combining behavioural and audience segmentation, time-decaying lead scoring, threshold-based qualification and automated sales handover to capture repeat product intent across existing and prospective accounts.
- Built a sales enablement environment supporting a 25+ customer facing team, consolidating battlecards, talk tracks, objection handling, pricing, quoting and solution guidance with an AI assistant grounded in approved content.
- Commercialised a customer-facing professional services catalogue, working with technical teams to define implementation packages, scope pricing against delivery hours and lead customer positioning, GTM and rollout.

PRODUCT MARKETING MANAGER | Apr 2024 - Feb 2026

Owned product and portfolio GTM across enterprise software, professional services, instructor-led training, digital subscriptions and specialist solutions. Hired and directly managed creative marketing and digital activation specialists, with dotted-line leadership of India-based digital execution.

- Built the market-entry motion for enterprise field-operations solutions into mining and utilities, defining target audiences, industry positioning, use cases, campaigns and sales enablement.
- Generated 1,500+ MQLs and A\$1.1m in MCB across instructor-led training and professional services in 2025, building commercial demand beyond software licensing.
- Established the repeatable commercial GTM motion used to onboard and launch new technology partners, spanning market assessment, positioning, sales readiness, campaign development and rollout.
- Generated 250+ MQLs and A\$500k+ in MCB across the resulting specialist portfolio, while the broader digital solutions and services programme influenced A\$1.3m in closed-won value.
- Developed and commercialised a subscription-based live digital training offering, turning technical expertise into a recurring customer product and establishing the model later expanded through professional services.

PRODUCT MARKETING MANAGER, GLOBAL | Nov 2022 - Apr 2024

Led global product marketing for mission-critical mining software across the Americas, Australia and Central Asia. Served as Wenco's sole global PMM and senior marketing lead, managing a A\$400k budget, directing agency delivery across search and social, and leading an inside-sales resource and communications coordinator through dotted-line relationships.

- Contributed to 133% growth in qualified global pipeline, from A\$30m to A\$70m, across enterprise fleet-management and digital-mining opportunities.
- Led the commercial release and partner GTM programme for Open Autonomy with Oxa, defining early-adopter segmentation, value proposition and launch strategy; generated an additional A\$3.5m in pipeline through trials with Hunter Valley mine sites.
- Repositioned Wenco's fatigue-monitoring solution as an accessible, OEM-agnostic entry point for greenfield accounts and new markets, creating a cross-sell motion through the existing fleet-management sales team.
- Partnered with Hitachi Construction Machinery to define and bring a mixed-OEM version of its asset-health platform to market, identifying five active early adopters and securing the first before departure.
- Developed global positioning, launch campaigns, partner messaging, digital programmes and sales enablement supporting long-cycle enterprise adoption across diverse mining markets.



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PRODUCT MARKETING MANAGER | Oct 2021 - Nov 2022**EARLIER ROLES | ASSOCIATE PRODUCT MARKETING MANAGER, DOCUMENTATION & DESIGN | Sep 2017 - Oct 2021**

Progressed through five roles from product documentation and design into global product marketing ownership across CR's digital, surface-mining and underground portfolio. Ultimately assumed responsibility for the full portfolio and led graphic-design and documentation resources through dotted-line relationships.

- Contributed to 140% growth in confirmed opportunity pipeline, from approximately A\$50m to A\$120m between January 2021 and November 2022, as the portfolio expanded across digital, acquired, rope-shovel and underground solutions.
- Led brand, portfolio and commercial positioning for CR Digital, CR Mining and CR Underground, connecting physical products, software and operational data within a coherent customer proposition.
- Led multi-region GTM launches across Australia, the Americas and Africa for Thunderbird Drilling, underground-mining products, acquired US rope-shovel technology and new cast-lip ranges.
- Integrated acquired rope-shovel products into CR's global portfolio, supporting expansion in North America and extending the business into new equipment applications.
- Connected Titan payload-monitoring data with cast-lip performance to demonstrate operational value and strengthen cross-sell between CR's digital and physical-product portfolios.
- Established a repeatable commercial launch process with global product management for acquired and internally developed technologies, spanning positioning, launch planning, content and sales enablement.