

CLARE HEGG



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🏠 Greater Seattle Area

PROGRAM MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION

PROFILE

With over a decade of experience in corporate strategy, program execution, go-to-market planning, and corporate change leadership at multinational companies, I have a proven track record of aligning GTM plans with business objectives. Fostering cross-functional teamwork and spearheading high-performance programs that drive significant business growth and performance enhancements has driven my successes. I have led agile transformations, managed partner ecosystems, and provided data-driven insights to support strategic business decisions. I focus on innovating and implementing strategies to boost customer acquisition and consumption.

SKILLS

- Go-to-Market Strategy
- Program Management
- Executive Leadership
- Process Improvement
- Product Roadmap
- Global Communications
- Agile Methodologies
- Change Management
- Data-Driven Decisions
- Customer Experience

CERTIFICATIONS

- **Product Marketing Cert.**
Product Marketing Alliance
2020
- **Project Management:
Professional Cert.**
Google
2024
- **Foundations of Business
Intelligence**
Google
2024

EDUCATION

- **University of Huddersfield**
Masters of Science in
Management
Expected Completion 2027

EXPERIENCE

○ Head of Corporate Programs

CARIAD - A Volkswagen Group Company | 2022 to Present

- Spearheaded transformative corporate programs, aligning strategic initiatives with company-wide objectives to drive significant operational improvements and enhance productivity
- Developed and implemented agile methodologies and OKRs, fostering a culture of continuous improvement, adaptability, and operational scalability across global teams
- Led cross-functional teams to execute high-impact transformation strategies, driving measurable business outcomes and improving resource management, budgeting, and decision-making processes
- Optimized business rhythms through advanced data analysis, enabling leadership to make informed strategic decisions
- Directed strategic communication initiatives to ensure organizational alignment and transparency, guiding critical decision-making processes for executive stakeholders

○ Director, Product Marketing

TREEZ | 2021 to 2022

- Designed and executed GTM strategies, driving business expansion and achieving significant gains in customer acquisition and market penetration
- Developed data-driven marketing initiatives that optimized lead generation, resulting in a substantial increase in qualified leads and improved market visibility
- Leveraged data-driven insights to optimize marketing initiatives, resulting in expanded geographical reach and improved ROI across diverse market segments

○ Director, Product Marketing

SKOPENOW | 2020 to 2021

Created product positioning and competitive analysis, implemented data-driven campaigns, and achieved increase of 120% in qualified leads per month

○ Interim Director, Product Marketing

HIGHSPOT | 2019 to 2020

Ran competitive analysis to inform product roadmap, launch strategy, and budget. Lead analyst relations; increased both our Gartner and Forrester positions to Leader

○ Director, Product Marketing

PUSHPAY | 2018 to 2019

Developed integrated marketing plans, partner ecosystem, product roadmaps, and budget to align with sales goals. Boosted product adoption rates by 54% through targeted customer communications

○ Senior Manager, Product Marketing

SOCRATA | 2016 to 2018

Led a team to enhance sales, influence marketing, and develop customer needs; launched a new product category which improved conversion rates by 24% ultimately leading to acquisition

○ Senior Product Manager

T-MOBILE | 2016 to 2016

Led product marketing for T-Mobile Digital boosting engagement by 25% and retention by 20%. Launched in-app customer texting to improved customer satisfaction by 25% and cut SLA by 20%

○ Senior Product Marketing Manager

ODIN | 2014 to 2016

Developed, led, and globally managed the Partner Advisory program, achieving a 42% YoY license growth for reseller partners and expanding the partner network by 35%

○ Marketing Manager

EXSILLIO SOLUTIONS | 2013 to 2014

Consulted Microsoft teams on social media marketing strategy, customer experience management, and SEO/SEM

○ Marketing Manager

HENSEL PHELPS | 2012 to 2013

Directed creation of strategic marketing materials, enhancing brand visibility and recognition. Implemented cohesive branding strategies, resulting in measurable market presence improvement

○ Product Marketing Manager

ORACLE | 2011 to 2012

Directed creation of strategic marketing materials, enhancing brand visibility and recognition. Implemented cohesive branding strategies, resulting in measurable market presence improvement