

VIJAY P SANKAR

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Senior Product Marketing leader with 18+ years of experience building positioning, and scaling SaaS, AI, and data-driven platforms across AdTech, MarTech, Media, and Enterprise Software. Experienced in owning portfolio-level positioning and go-to-market strategy, influencing pricing and monetization, and partnering with Sales, Marketing, and Customer Success to drive adoption and growth.

Known for translating complex products into clear narratives, differentiated value propositions, and measurable business outcomes across global enterprise and high-growth SaaS environments.

CORE COMPETENCIES

Product Marketing & GTM | **Ecosystem Marketing** | Positioning, Messaging & Narrative Development | **Monetization & Pricing Models** | Cross-Functional Leadership | **AI-led Product Strategy & Adoption** | Sales Enablement & Field Readiness

Tools & Tech: Aha!, Atlassian, Pendo, Hotjar, Figma, Python, SQL, Azure/AWS, LLM integration patterns

PROFESSIONAL EXPERIENCE

Amagi Media Labs

Jul 2021 – Present

Director Product Marketing (Apr '25 - Present)

Senior Manager Product Marketing (Jul '21 – Mar '25)

Portfolio & GTM Leadership

- Own portfolio-level positioning, narrative, and go-to-market strategy for Amagi NOW, an AI-powered streaming TV workflow suite.
- Led the shift from feature-led messaging to outcome-driven narratives as Amagi's AI portfolio scaled.
- Partner with executive leadership on category positioning aligned to market needs and competitive dynamics.

Launch, Adoption & Enablement

- Led multiple product launches across scheduling, personalization, and analytics workflows, owning messaging and launch strategy.
- Drove 10% AI feature adoption within the first quarter of launch and 45%+ overall adoption.
- Partnered with Marketing, Growth, and Sales Enablement to improve buyer understanding and sales confidence.

Customer & Market Insight

- Served as the voice of the customer for streaming TV channels and content owners, translating customer insights and win-loss learnings into sharper positioning.
- Used qualitative feedback and product telemetry to continuously refine messaging and GTM priorities.

Pricing & Monetization

- Led pricing and packaging strategy including usage-based token models and tiered AI bundles, aligning value metrics with customer outcomes.
- Improved gross margins by 20% while maintaining customer satisfaction and adoption.

Data, Experimentation & Scale

- Designed experimentation frameworks and telemetry dashboards to measure feature adoption, customer behavior, and cross-sell opportunities.
- Partnered closely with Product, Engineering, and UX to support 0 → 1 innovation and scale-stage growth with data-backed prioritization.

Nielsen (Visual IQ)

Mar 2014 – Jul 2021

Senior Manager (May '20 – Jul '21)

Manager (Sep '18 – Apr '20)

Senior Consultant (Mar '14 – Aug '18)

- Owned market-facing strategy for automation, intelligence, and analytics within Visual IQ's multi-touch attribution platform.
- Simplified complex attribution concepts for CMOs and senior marketers across US and EMEA, supporting revenue growth and retention.
- Built customer-facing narratives and use-case frameworks to address confusion around attribution models.
- Partnered with Sales and Customer Success to improve demos, executive storytelling, and renewal conversations.
- Led strategy for global analytics dashboards adopted by 100+ enterprise customers, improving insight accessibility, decision velocity, and platform stickiness.
- Defined instrumentation and telemetry models to support marketing measurement products and customer reporting needs.
- Managed a 16-member cross-functional team across Product, Engineering, and Analytics delivering a multi-million-dollar portfolio.
- Led roadmap planning for ML-driven data processing pipelines, improving attribution model speed and accuracy by 20%.
- Built and scaled a global sales and customer enablement program, including a three-level certification framework.
- Certified 100+ employees across regions, improving consistency in product messaging and customer engagement.

IBM

Mar 2011 – Mar 2014

Product Marketing Manager (Mar '11 – Mar '14)

- Owned go-to-market strategy, positioning, and product narrative for the IBM Rational Requirements Suite, serving large enterprise customers.
- Led global launches, migrations, and messaging for complex product transitions in collaboration with Engineering, Field Sales, and UX.
- Drove 14% increase in lead generation and 22% growth in content engagement through data-driven content and campaign strategy.
- Acted as a strategic bridge between product teams and market-facing stakeholders to ensure alignment at scale.

IBM

Aug 2007 – Feb 2011

Software Engineer

- Led a cross-functional test team supporting enterprise UML and requirements management products.
- Built automated and functional testing frameworks contributing to product quality and release stability.

EDUCATION

IIM Bangalore, MBA (PGSEM)

College of Engineering Trivandrum, B.Tech