

# Lisa Hagin

VP Product Marketing | SaaS GTM Strategist | Technical Product Evangelist

Metro Atlanta, GA • 404-386-1209 • lisaahagin@gmail.com • LinkedIn

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## EXECUTIVE SUMMARY

Strategic product marketing executive with 20+ years of expertise driving go-to-market strategy, product positioning, and sales enablement for SaaS and digital experience platforms. Proven track record translating complex technical capabilities—analytics, AI/ML, and cloud-based platforms—into compelling narratives that resonate with digital, UX, and C-Suite audiences. Experienced leading cross-functional GTM motions, building thought leadership programs, and enabling global sales teams to accelerate adoption and revenue growth. Known for simplifying the complex and aligning product, marketing, and sales around a unified story.

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## CORE COMPETENCIES

Go-to-Market Strategy • Product Positioning & Messaging • Competitive Intelligence • Sales Enablement • TAM/SAM Analysis • Technical Content Creation • AI/ML Product Marketing • Cross-Functional Leadership • SaaS Metrics & Analytics • Customer Journey Mapping • Product Launch Management • Executive Storytelling

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## PROFESSIONAL EXPERIENCE

### VP, AP Automation | Corpay

Atlanta, GA | 2025 – Present

- Developed and executed comprehensive go-to-market strategies for SaaS payment-automation solutions, resulting in a 34% increase in product adoption and revenue growth
- Lead GTM alignment across a 60-person SaaS implementation organization responsible for \$15MM in annual revenue, partnering with Product and Sales to sharpen messaging and value proposition for AP automation solutions.
- Drive operational analytics and KPI frameworks to measure adoption, cycle time, and customer experience—creating data-driven narratives for executive stakeholders.
- Collaborate cross-functionally with Product, Engineering, and Sales to surface customer insights and inform product positioning in a competitive AP payments landscape.

### SVP, Product, Product Marketing & Operational Excellence | Encompass Digital Media

Atlanta, GA | Sept 2015 – April 2025

- Owned end-to-end GTM strategy, messaging frameworks, and technical content—including white papers, tutorials, and platform demos—that drove adoption among digital operations and developer audiences.
- Led competitive analysis, TAM/SAM/PAM evaluations, and market positioning to establish platform differentiation; spearheaded AI/ML product marketing strategy and category development.
- Partnered cross-functionally with Product, Developer Relations, and Sales to execute coordinated GTM motions and equip sales teams with technical messaging, demos, and competitive battlecards.
- Built and scaled global technology partnerships; directed operational excellence programs resulting in 25% efficiency improvement across delivery workflows.
- Translated complex SaaS analytics and cloud platform capabilities (Azure, AWS, OCI) into compelling value propositions tailored to CMO, CTO, and digital experience buyer personas.

### Director of Product Marketing | Version One, Inc.

Atlanta, GA | 2014 – 2015

- Developed comprehensive product launch strategies and technical content positioning the platform as essential infrastructure for Agile development teams.
- Built competitive intelligence and differentiation messaging that drove developer and platform engineering adoption; designed targeted campaigns to accelerate product-led growth.

### Global Sr. Product Manager, SaaS Solutions | Recall Corporation (acquired by Iron Mountain)

Atlanta, GA | 2013 – 2014

- Managed SaaS product integration with third-party systems; led cross-functional alignment across Product Management, Engineering, and Marketing to unify technical positioning.

- Developed messaging, highlighting database performance and interoperability for enterprise infrastructure buyers.

**Director of Product Marketing** | Brightree

*Atlanta, GA | 2011 – 2013*

- Created buyer journey frameworks and technical content targeting IT infrastructure teams; built ROI tools and sales enablement assets that resonated with healthcare IT decision-makers.

**Director of Sales Engineering / Product Marketing Manager** | Rockwell Collins | DataPath *Duluth, GA* | 2006 – 2011

- Advanced through multiple roles supporting technical pre-sales, product marketing, and solution design for government and enterprise clients; developed complex technical content and demonstrations for IT operations stakeholders.

## EDUCATION

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**Bachelor of Science, Mechanical Engineering** - Georgia Institute of Technology, Atlanta, GA

**Certified Full Stack Web Application Developer** - Georgia Institute of Technology, Atlanta, GA

## CERTIFICATIONS

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Pragmatic Marketing (Foundation, Market, Launch) • Tableau Certified Analyst • Certified Scrum Master (CSM) • Certified Scrum Product Owner (CSPO)

## TECHNICAL SKILLS

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MongoDB | SQL / SQL Server Management Studio | Tableau | Power BI | Salesforce | HubSpot | Microsoft 365 | Adobe CS5 | GitLab | Lucidchart | Power Automate | PowerApps | HTML/CSS | ChatGPT / AI Tools