

Tamara Santiago Downes

tamara_santiago@hotmail.com • uk.linkedin.com/in/tamarasantiago • tamarasantiagod.com • London, UK

PROFESSIONAL PROFILE

Results-driven Senior Product Marketing Leader with over 25 years of B2B and SaaS marketing expertise across global markets, with deep EMEA specialisation. Expert in building and leading AI-enabled PMM functions from the ground up, owning end-to-end product narratives, GTM strategy, pricing & packaging, and sales enablement. Proven track record across GRC, compliance, fintech, EdTech, and ESG-adjacent sectors, with extensive analyst relations, competitive intelligence, and persona-led campaign experience. Adept at translating complex capabilities into compelling customer-relevant value narratives that drive NRR growth, pipeline, and market recognition.

CORE COMPETENCIES

AI-Native PMM • Strategic Narrative & Positioning • GTM Strategy & Launch Execution • Pricing & Packaging • Sales Enablement • Competitive Intelligence • Analyst Relations • GRC / Compliance SaaS • EMEA Market Expertise • Cross-Functional Leadership • NRR & Revenue Growth

CAREER SUMMARY

Founder & AI Marketing Consultant

Oct 2024 – Present

TSD Consultancy | MarketMotion

Fractional and contract product marketing, GTM strategy, and AI enablement for SMBs and scale-ups across EMEA.

- **AI Enablement:** Design AI-first marketing workflows and automations (Claude, ChatGPT, n8n, Make.com) that accelerate research, content production, and campaign execution for client teams.
- **GTM Consulting:** Deliver ICP definition, messaging frameworks, competitive positioning, and launch strategy engagements across B2B SaaS, fintech, and professional services.

Product Marketing Lead — EMEA (GRC)

Mar 2025 – May 2026

Workiva

Led EMEA product marketing for Workiva's Governance, Risk & Compliance (GRC) solutions, owning positioning, messaging, and integrated GTM strategy to strengthen market differentiation and support enterprise pipeline growth.

- **AI-Native PMM:** Leveraged AI tools to accelerate research, messaging development, and scalable content creation across campaigns and enablement, establishing an AI-first PMM workflow.
- **Strategic Positioning:** Led end-to-end positioning, messaging, and narrative development for GRC solutions, sharpening differentiation in a competitive regulatory compliance market.
- **GTM & Launch Execution:** Owned integrated go-to-market strategy for major product launches and campaigns, aligned to flagship events including the Amplify keynote and key business moments.
- **Executive Storytelling:** Shaped high-visibility executive narratives and leadership presentations, including Amplify keynote content for EMEA audiences.
- **Sales Enablement:** Equipped EMEA sales and GTM teams with high-impact content, sales plays, and messaging frameworks to improve sales effectiveness and conversion.
- **Market Intelligence:** Leveraged customer, analyst, and competitive insights to continuously refine GTM strategy and market positioning across EMEA.

Proposition Marketing Director

Jul 2023 – Oct 2024

Access Group

Led go-to-market and proposition marketing strategies across Access Education and Charity product lines. Managed integrated GTM strategies, pricing models, and sales enablement tools to drive revenue growth.

- **Proposition Development:** Defined and launched customer-driven propositions, creating new product bundles that drove adoption and revenue growth.
- **Go-to-Market Leadership:** Led cross-functional teams to develop and execute GTM strategies, defining personas and improving customer engagement.
- **Market Analysis & Strategy:** Applied market segmentation, TAM/SAM/SOM frameworks, and competitor insights to inform product positioning and GTM plans.
- **Customer Insights:** Spearheaded persona development and customer journey mapping, tailoring marketing strategies to enhance engagement and retention.
- **Sales Enablement:** Developed sales enablement tools including playbooks and training programmes to boost sales effectiveness and product adoption.
- **Performance Tracking:** Established frameworks for tracking GTM effectiveness, using customer feedback and sales metrics to drive continuous improvement.

Senior Global Product Marketing Director — Digital Network

Jan 2020 – Jul 2023

Sage Company Ltd

Defined overall PMM growth strategy, positioning, and GTM for 10 services including Payments, Banking, Compliance, AI services, and Accounts Payable & Receivable. Reported directly to CTO.

- **AI & Platform Narrative:** Partnered with the CTO to define and position the Digital Network and platform business, driving strategic alignment and market recognition internally and externally.
- **Corporate Messaging:** Delivered new corporate messaging and positioning for Sage Digital Network, doubling analyst report mentions and boosting coverage sentiment by 36%.
- **Launch & Adoption:** Launched two key Digital Network services—Accounts Payable and Wage Verification—impacting over 8M employees globally.
- **Analyst Relations:** Delivered 62+ analyst briefings to IDC, Gartner, and Forrester, enhancing market visibility and thought leadership.
- **Sage Business Cloud Vision:** Managed development and execution of the Sage Business Cloud vision, creating a clear roadmap with defined deliverables, milestones, and KPIs.

Global Product Marketing Director — Sage Business Cloud

Mar 2019 – Dec 2020

Sage Company Ltd

Built and led the PMM function for Service Fabric and Sage Digital Network, establishing a global team of 7 marketing managers.

- **PMM Function Build:** Established the product marketing function for Service Fabric and Sage Digital Network, delivering best practices globally across launches, messaging, positioning, and enablement.
- **GTM Leadership:** Led the global GTM strategy for the Digital Identity service, launching across 250+ products and driving logins from 1.2M to over 6M per month.
- **Revenue & Adoption Growth:** Increased Payments revenue by £1M (+19%) from FY21 to FY22; boosted Banking adoption from 29% to 80% by enhancing onboarding.
- **Service Expansion:** Launched 4 new services, expanding the Service Fabric portfolio with Accounts Payable, Collaboration, Payments Out, and 2FA.

EMEA Document Cloud Market Lead

Nov 2017 – Feb 2019

Adobe

Drove growth for Document Cloud across Consumer & Business EMEA, owning channel partner strategy, budget allocation, and GTM campaigns.

- **Market Expansion:** Spearheaded a successful EMEA expansion plan in emerging markets, driving customer acquisition and increasing market share through data-driven opportunities.
- **Subscription Growth:** Increased subscription mix in Nordics and Germany, significantly boosting revenue and customer loyalty.

EMEA Senior Document Cloud Product Marketing Manager

Aug 2014 – Nov 2017

Adobe

- **Persona-Centric Messaging:** Launched a new messaging framework, driving a 59% increase in web visitors and 23% boost in web revenue. Recognised globally by Sirius Decisions as best practice.
- **GTM Leadership:** Led the GTM strategy for Adobe Acrobat, achieving a 22% year-over-year revenue increase.
- **Revenue Growth:** Drove a 46% year-over-year revenue increase for Adobe eSign services.
- **Sales Enablement:** Built and led the EMEA lead qualification team, managing 14 contractors and implementing a new qualification framework.

EARLIER CAREER

- International Marketing Director, AudienceScience Ltd (UK) | 2012 – 2014
- EMEA Marketing Manager, Moxie Software (UK) | 2011 – 2012
- Marketing Manager, Vocus Soft (UK) | 2009 – 2011
- Marketing Executive, Reed Business Information (UK) | 2008 – 2009
- Business Consultant, Editora Abril, Brazil | 2000 – 2008

EDUCATION

- Oxford Digital Disruption & Platforms Business Model Programme, Oxford University | 2023
- Sage Leadership Programme – The Green Door Project, London Business School | 2021–2022
- Digital Marketing Master, IE Business School, Madrid | 2013
- MBA in Business Administration, Fundação Getulio Vargas, Brazil | 2006
- BA in Administration, Presbiteriana Mackenzie University, Brazil | 2002

PERSONAL DETAILS

Languages: Portuguese & English | **Interests:** Active swimmer, cyclist, water sports, and charity work.