

5 Ways to Tell a Company is Ready for Product Marketing

Kirsten Jepson

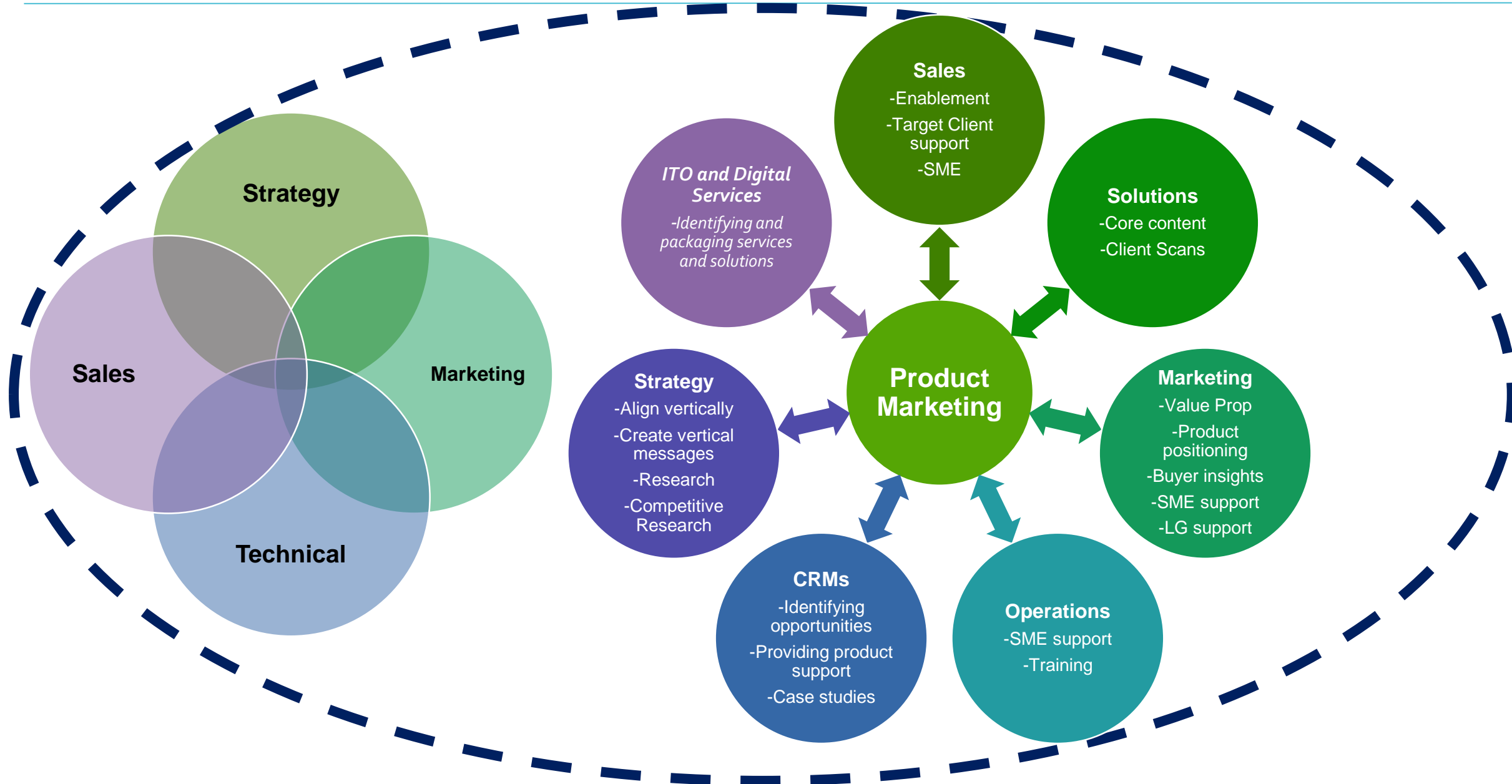
Global Product Leader | Creator of Value

AKA Director, Product Marketing, TELUS International

What is Product Marketing?



Our Approach: Engagement across the company



Tool: Product Marketing Framework

Vertical Focus

Ties to TI
Strategy

Marketing

Sales Support and
Sales Solutions

Pilots or Product in
Place

Legal

Pricing

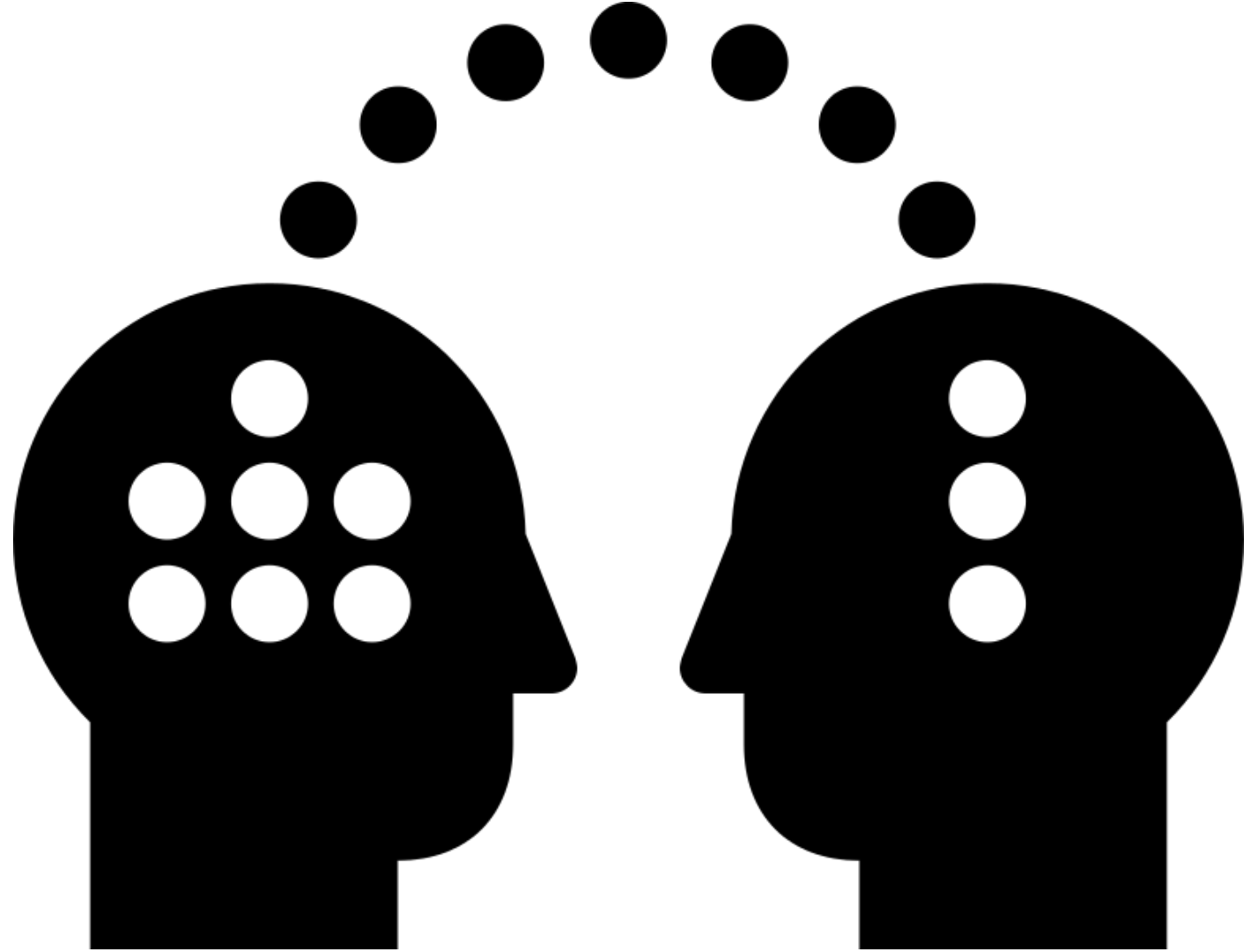
Financial
Performance
Understood

Development

Reason
#1
“Grow faster”



Reason
#2
“Know clients
and prospects
better”



Reason
#4
“Too much
development
with too few
results”

EXPECTATIONS
— vs. —
REALITY

Reason
#5
“Lack method
to determine
what next”



Summary

- “Grow faster
- “Know clients and prospects better”
- “Marketing is missing information”
- “Too much development with too few results”
- “Lack method to determine what next”



Kirsten Jepson, Director, Product Marketing at TELUS International. I lead a global team centered on the research, development, and communication of TI's global product and service offerings. For the past 25 years I have held senior Product Development, Marketing and Sales roles with companies like Sears, Gallo Winery, Citibank, FIS , JP Morgan Chase, and Sykes.

I get great satisfaction from being deeply involved with evolving and refining products, solutions and services for B2B companies. My goal is to discover and focus on solutions that create a satisfying experience for customers and generate revenue for organizations.

I collect shark's teeth, make beer, and I am avid boater. I am crazy for my amazing husband Edward and my pawesome dog Lady. I am also involved with a number of organizations that provide aid to animals.

Let's connect at <http://www.linkedin.com/in/kirstenjepson>.