

ERIC SHIFFMAN

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SUMMARY

Product marketing executive known for turning complex ad tech, AI/ML, and enterprise SaaS products into narratives, GTM strategies, and seller motions that drive revenue. Founding PMM leader at Yieldmo, where I formalized product marketing as a discipline and helped reposition the company around AI-powered media, creative optimization, and curated supply. Scaled and led a six-person PMM team at SpotX through a \$1.1B acquisition. AI-native and commercially minded, strong across positioning, portfolio messaging, sales enablement, competitive intelligence, and translating technical innovation into stories customers and sellers can actually use.

CORE EXPERTISE

Product Marketing: Segmentation / Targeting / Positioning, Portfolio & Product Messaging, GTM Strategy, Sales Enablement, Competitive Intelligence

Leadership: 0-to-1 Discipline Building, Product Strategy Influence, Cross-functional Alignment, Executive Storytelling

Domain: Ad Tech / Programmatic, Generative AI & ML, Data Privacy (GDPR / CCPA), B2B SaaS

Tools & Formats: Positioning Frameworks, Battlecards, Playbooks, Launch Kits, Case Studies, Custom AI Workflows

Certifications: Product Marketing Alliance: AI for Product Marketing

EXPERIENCE

Yieldmo · Denver, CO

VP of Product Marketing | Aug 2021 – Present

- Established Yieldmo's first formal PMM discipline as its founding leader, creating positioning, launch, competitive intelligence, and customer insight engines behind the company's AI-powered media and creative strategy.
- Reframed Yieldmo's company narrative around AI-powered media, creative optimization, attention, and curated supply, helping accelerate the shift from open-market exchange revenue toward higher-value sales-led deals.
- Drove positioning and enablement behind Yieldmo earning Tier 1 SSP status with three major agency holdcos, including GroupM, supporting adoption by dozens of Fortune 500 brands across Retail, CPG, and Auto.
- Productized AI-powered marketing infrastructure, including branded deck/doc builders, brand-guideline tools, persistent product context, and competitive intelligence workflows, expanding PMM output without adding headcount.
- Orchestrated launch strategy and enablement for an emerging flagship offering, including playbooks, sales motions, and executive-ready messaging that earned coverage from NBA.com, Sports Business Journal, eMarketer, and AdExchanger.
- Owned Yieldmo's case study program end to end: built dozens of credible proof points across retail, CPG, auto, and more, then turned a small set of premium branded partnerships into award wins, panel recognition, and press.
- Recent sales enablement materials hit 100% field adoption, with client-facing content links averaging a 73% open rate across sends.
- Protected market credibility across high-visibility launches, press prep, sales packages, and executive materials by catching unsupported claims, inconsistent positioning, naming risks, and client-facing errors before they shipped.

SpotX, Inc. · Denver, CO | Acquired by Magnite for \$1.1B

Director of Product Marketing | Feb 2020 – Aug 2021

- Grew and led a team of six, expanded GTM strategy and field enablement across SaaS and rev-share product lines.
- Built a company-wide enablement program including decks, battlecards, playbooks, and daily release updates that 89% of SpotXers rated as giving them the right information to sell confidently.
- Aligned Product, Engineering, Marketing, Operations, and Sales around shared launch cadences, keeping major releases on schedule through rapid company growth.

Senior Product Marketing Manager | Dec 2018 – Jan 2020

- Hired and developed two PMMs to lead GTM on major charter initiatives, ahead of the Director promotion.
- Founded SpotX's Privacy Task Force, working across Product, Engineering, Legal, and Sales to embed GDPR/CCPA compliance into the roadmap and position SpotX as a privacy thought leader while protecting existing revenue.

Product Marketing Manager | Oct 2017 – Dec 2018

- PMM lead on the GDPR Task Force from day one: owned strategy, internal training, customer communications, and vendor coordination that made SpotX a compliance authority in ad tech.
- Owned GTM strategy for a core set of platform features, covering messaging, positioning, launch sequencing, and enablement materials including solution sheets, infographics, and case studies.

DISH Network Corporation · Denver, CO

Product Manager | Jul 2016 – Sep 2017

- Launched a hospitality TV product that earned Google certification as a differentiated offering, owning GTM execution across Sales, Marketing, Engineering, Customer Support, and Installation.
- Created a new Enterprise business line by codifying video integration requirements, guiding external partners through testing, and closing a Fortune 100 client as proof of concept.
- Integrated addressable ad cues into satellite streams to launch TV service with a major airline, generating millions in revenue and securing a long-term video deal.

Product Management Intern | Jun 2015 – Aug 2015

- Built the business case, financial model, and GTM strategy for incorporating addressable advertising into commercial accounts, creating a new revenue stream the full team adopted post-internship.

S&P Capital IQ · Portland, OR / New York, NY

Associate Sales Director | Jul 2010 – Jul 2014

- Promoted to ASD as the sole remote salesperson in region. Closed \$500K+ in incremental revenue and 10+ net new clients; maintained a client cancel rate below 5% through consultative account strategy.
- Managed 150+ clients and \$20M in annual contract value, 2x peer average, providing consultation on research workflows, financial modeling, and platform use cases.
- Mentored four new hires through onboarding; the team finished at 103% of revenue and retention targets. Promoted from Analyst to Associate ahead of hiring class, Top 3 of 24.

PRESS, BYLINES & THOUGHT LEADERSHIP

- **Adweek:** Bylined article, "Context and Audience: Reuniting What Should Never Have Been Separated," on contextual intelligence, audience strategy, and privacy-safe advertising (2025)
- **AdExchanger:** Developed executive byline, "Programmatic Reboot: Rebuilding Digital Advertising from the Ground Up," on the future of programmatic, transparency, and open-web quality (2025)
- **Ad Age:** Quoted in two articles on Apple's entry into the ads business and the Google antitrust ruling, alongside other industry leaders (2025)
- **eMarketer:** Quoted in three 2025 pieces on AI-driven contextual targeting, CTV signal loss, and Gen Z campus loyalty strategies
- **Experian / Snowflake:** Featured in partner marketing, expert interviews, and customer proof points on data-driven advertising, ad tech ROI, and platform efficiency

EDUCATION

University of Michigan, Stephen M. Ross School of Business

Ann Arbor, MI

- MBA, Strategy & Marketing · May 2016 · Dean's List (Top 10%), Fall 2015
Finalist: Leadership Crisis Challenge · Elite 8 Marketing Case Competition
- BA, Sociology: The Economy, Business & Society · May 2010 · Cum Laude, Academic Honor Roll each semester

RECOGNITION & ADDITIONAL

- Speaker, 2025 Product Marketing Alliance Summit: "Writing a Fantasy Novel with LLMs Made Me a Better Product Marketer" on practical AI adoption for PMM teams.
- 40+ countries traveled, UofM Waterski Team collegiate competitor, Michigan and Pittsburgh sports fan