

Luis P. Flynn

Product Marketing Leader

Mission Focused | Concise Communication | Data Enthusiast

<https://www.lougle.info/>

ABOUT ME

A Product Marketing Manager with two decades at the forefront of Artificial Intelligence and Enterprise Technology, my career has been fueled by a passion for harnessing tech to forge innovative pathways. My professional tapestry encompasses a spectrum of roles from spearheading multidisciplinary teams focused on mission-critical strategies to pioneering analysis within the defense & intelligence sectors. These confidential roles have been pivotal in integrating AI with software development processes, thus enhancing software's enterprise impact. I excel at developing narratives that unravel the complexities of AI, making its transformative potential accessible to all users.

EXPERIENCE

SENIOR, PRODUCT MARKETING MANAGER

The SAS Institute 2023 - Current

Devise and champion innovative marketing strategies for SAS Open Source Software & Model Operations capabilities and driving significant user adoption within key market segments

Conceptualize and spearhead premier ModelOps webinars, with the inaugural session attracting over 1,800 industry professionals, thereby bolstering brand presence and engagement

Produce and deliver high-impact AI and ML technology trend presentations, complemented by clear and educational motion graphics, to demystify complex concepts for diverse audiences

Forge strategic collaborations with stakeholders across various divisions and territories, successfully articulating and positioning unique selling propositions against competitive offerings

Orchestrate partnerships with channel allies to develop robust sales enablement tools, including battle cards, that have measurably amplified conversion rates and supported channel-driven revenue streams

Author and co-author authoritative thought leadership pieces with external communication experts, significantly raising brand visibility and demonstrating a command of cutting-edge technologies

Lead multidisciplinary teams in creating a suite of high-value content, including presentations, white papers, videos, and webinars, directly contributing to a robust lead generation pipeline for the SAS ModelOps portfolio

DIRECTOR, PRODUCT MARKETING

SAP National Security Services (NS2) 2019-2022

Strategically crafted and disseminated unique product narratives that significantly accelerated software sales and generated measurable business outcomes. Ensured narrative consistency across a spectrum of platforms, from customer-facing materials and white papers to custom videos and keynote presentations at high-profile events

Proactively refined the core messaging for an extensive product suite, bolstering product market positioning through dynamic engagement with end-users, collaborative product development efforts, insightful analyst critiques, and a keen eye on the competitive landscape

Catalyzed sales by creating bespoke content tailored for each stage of the sales funnel, coupled with leading targeted sales enablement workshops that ensured message and multimedia assets were in perfect alignment with the established product story

Pioneered the inaugural Product Marketing Management function at SAP NS2, constructing a robust PMM infrastructure that significantly influenced Go-To-Market strategies across digital platforms, campaigns, public relations, community outreach, and field marketing initiatives

Guided a diverse team of professionals, including graphic designers, competitive intelligence analysts, marketers, and program managers, through all facets of Product Marketing Management to support our product launches, key updates, and strategic marketing campaigns aimed at driving growth and market penetration

DIRECTOR, PRODUCT MARKETING

APEX Expert Solutions 2016-2019

Spearheaded the development of the company's comprehensive Brand, Field, Content, and Product Marketing divisions, ensuring a cohesive presence across all digital platforms, marketing collateral, and field event initiatives

Orchestrated collaboration with a diverse array of stakeholders from the C-Suite to Product Development teams, synergistically driving the launch of distinctive products in the marketplace

Directed User Experience working groups to meticulously design and execute product adoption strategies for complex enterprise technologies, resulting in highly successful user integration

Led a team of versatile talents in creating narrative-driven product demonstrations, meticulously addressing customer challenges and effectively showcasing the unique value proposition of our software solutions

DIRECTOR, SPATIAL ANALYTICS

APEX Expert Solutions 2012 - 2016

Directed a team of 25 in an analytics services contract, offering mentorship and advocating for software best practices

Spearheaded the business development cycle, securing multi-year contract awards through strategic capture management

Crafted analytics training curricula, leading to a robust five-week boot camp for government and contract staff on-boarding

Chosen for high-profile multinational campaigns, working closely with elite military service members

Managed stakeholder engagement and requirements gathering, representing user interests for a major government big data analytics purchase

PRINCIPAL ANALYST

L3 Communications 2009-2012

Oversaw and guided a team of 12 analysts, integrators, and developers, supporting conflict theaters both domestically and internationally

Produced influential papers for top-tier leadership, outlining analytics best practices and strategies for enterprise software deployment

Championed LiDAR workflow adoption for remote users, securing targeted funding for client-dedicated LiDAR systems

Facilitated working groups with engineers to refine the ETL processes of diverse datasets

Spearheaded in-house software product requirements and development trajectories to address user challenges

Created and implemented enhanced training materials, optimizing on-boarding and proficiency for incoming analysts

Designed and executed data processing initiatives within a cross-functional team for trend and pattern analysis

TECHNICAL TRAINER ENTERPRISE GIS

Northrop Grumman 2008-2009

Provided educational experiences for military personnel in advanced spatial analysis and remote sensing applications for operational use

Delivered training on optimizing the streaming of dense, remotely sensed data across enterprise platforms

Instructed soldiers in establishing and managing Database Management Systems for enterprise GIS services

Crafted geospatial analysis course content to accurately reflect and address real-world combat scenarios

SENIOR INTELLIGENCE SERGEANT

United States Army 2002-2008

Crafted cross-functional analytics training plans

Amplified unit software budget by 20-fold over 5 years

Oversaw a 24-member analytics production node

Defined and led cross-functional project streams

Guided the execution strategy software development efforts

Established advanced Enterprise GIS infrastructure

Delivered intricate presentations to executive audiences

Orchestrated contractor resources for mission surges

CONTACT

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EDUCATION

Fayetteville State
Geography

Stony Brook University
Earth & Space

Greenville Technical
College

REFERENCES

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