

Jasmyn Barton

Senior Product Marketing Manager | Data Platforms & GTM

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SUMMARY

Senior product marketing leader driving enterprise adoption of complex data, analytics, and AI platforms through research-driven positioning, competitive strategy, and revenue-aligned go-to-market execution. Experienced in translating technical capabilities into compelling narratives for institutional and enterprise buyers. Partner closely with Product, Sales, and Engineering to align roadmap priorities with market needs, strengthen competitive differentiation, and accelerate pipeline growth.

CORE COMPETENCIES

Go-To-Market & Product

Technical Go-to-Market Strategy, Product Launch, Messaging & Positioning, Competitive Analysis, Category Positioning, Value Proposition Development

Leadership

Cross-functional Leadership, Executive Communication, Stakeholder Alignment

Commercial

Enterprise Data Platform GTM, AI & Automation Positioning, Adoption & Engagement Strategy, Competitive Positioning & Sales Enablement, Sales Enablement & Field Readiness, Revenue Expansion Strategy, Integration & Workflow Positioning, Customer Insight & Behavioral Segmentation

EXPERIENCE

Amazon — Senior Product Marketing Manager

01/2024 - 01/2026

Own end-to-end go-to-market strategy for AI-enabled and data-driven platform capabilities supporting 2M+ global sellers. Translate complex data platform, analytics, and automation capabilities into differentiated positioning that drives enterprise adoption, influences roadmap investment, and strengthens competitive advantage. Partner with product, engineering, and sales leadership to align technical innovation with revenue growth objectives. Direct and optimize global lifecycle programs reaching more than 2M sellers, improving engagement across priority segments.

- Lead cross-functional GTM planning across Product, Engineering, Sales, and Marketing, defining positioning, influencing roadmap priorities, and equipping leadership with competitive intelligence to support enterprise growth
- Conduct market and customer analysis to refine segmentation, strengthen value propositions, and align platform capabilities with enterprise buyer needs
- Develop executive and technical messaging that articulates platform architecture, data workflows, and measurable business outcomes for enterprise buyers including data and analytics teams
- Conduct competitive landscape analysis and customer research to identify whitespace opportunities and inform strategic product positioning
- Equip Sales with high-impact enablement assets including competitive positioning, deal support materials, and customer-facing narratives that strengthen enterprise win rates

Amazon — *Account Executive II*

10/2021 - 01/2024

Owned and expanded a \$61M enterprise portfolio by refining value positioning, aligning data-driven insights to customer objectives, and strengthening executive stakeholder relationships across complex buying groups to \$81M by refining value positioning, identifying performance gaps, and aligning pricing, enablement, and data-driven insights to accelerate revenue growth. Leveraged customer insight and competitive intelligence to influence internal positioning and pricing strategies across enterprise segments. Received the High Five Award. Developed the New Hire Onboarding plan for new hires which more than 50% of the team completed by the following year due to our growth, became certified in Salesforce Pardot mass email communication and launched 16 growth initiatives in 6 months that reached over 30K sellers.

- Drove enterprise expansion through strategic account planning, executive relationship management, and value-based positioning
- Partnered cross-functionally with product, marketing, and operations to shape pricing strategy and unlock new growth opportunities
- Recognized as a technical translator, bridging complex product capabilities and business stakeholders to drive confident adoption decisions
- Partnered with Product and Marketing to execute targeted GTM initiatives supporting adoption and revenue expansion
- Consistently achieved sales targets

Smith and Nephew — *Senior Extremity Account Manager*

01/2018 - 10/2021

Owned a \$500K orthopedic territory, driving sales growth through contract negotiation, pricing strategy, and executive relationship development. Commanded territory logistics and account inventory levels. Orchestrated with marketing and product managers within Smith and Nephew to enhance customer experience and confidence. Cultivated relationships with surgeons and health care provider executives to secure pricing and product acquisition contracts. Maintained clinical expertise in the operating room by providing highly technical knowledge of complex surgical procedures, instruments, and techniques. Job functions include:

- Contract negotiation and product pricing
- Collaborated with all business units (operations, engineering, product management, inventory specialists, and accounting) within Smith and Nephew to enhance account growth.
- Subject-matter expert for highly technical knowledge
- Product positioning and customer qualification
- Product implementation schedules and execution
- Consistently achieved sales targets

Stryker — *Trauma Sales Representative*

09/2015 - 01/2018

Owned the growth of a ~\$4M medical device territory through strategic surgeon engagement and operational coordination. Developed deep technical fluency while partnering cross-functionally with product and clinical teams in high-stakes environments.

EDUCATION

The College of William and Mary, Masters of Business Administration (MBA),

Major: Product Management, 2021

Westminster College of Salt Lake City, Bachelors of Science (BS)

Major: Neuroscience, 2014