

Chad Fenner

Senior Product, Marketing, Strategy, & AI Executive

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SUMMARY

Executive with over 25 years of expertise driving company growth and transformation through creative problem-solving and guiding large teams through empathetic people leadership. Experience leading diverse teams in Product, Marketing, Engineering, Design, and Sales. Deep and broad background in enabling customer-first solutions in a variety of B2B, B2G, and B2C markets including software, hardware, SaaS, PaaS, cloud, and AI. Transformed multiple organizations by aligning goals, go-to-market, and operating models while owning strategy plus up to \$20 billion in revenue, growing 25% yearly. Global leader of teams in over 15 countries and corporate evangelist at 50+ public events in 40+ countries, speaking to thousands of customers about product needs and corporate strategy

PROFESSIONAL EXPERIENCE

CHIEF PRODUCT & AI OFFICER | i3 Verticals 2024 – PRESENT

- Established and leading all global product development for i3 Verticals, focused on hardware and software solutions for the public sector, education, and healthcare markets
- Transformed organization by establishing new processes and product consistency, driving cross-sell and upsell increases of 28%
- Run all Product Marketing, Brand, & Technology Analyst Relations including messaging, global content strategy, Brand redevelopment, & digital strategy
- Lead joint Product & Engineering AI organization to define AI products & internal transformation
- Enable and plan all new AI solution opportunities, including 4 first-to-market technologies that have resulted in customer-focused productivity increases of 80%
- Established ongoing product, product messaging, and AI training to enable faster product cycles
- Implemented and leading all product design, including full portfolio redesign to establish a common user experience
- Leading all acquisition decisions for company-wide product portfolio
- Cross-functionally partnering with all C-suite executives and multiple founders to deliver joint market-leading solutions
- Restructured and leading all financial technology and payments solutions post portfolio divestiture
- Leading all product portfolio analyst relations and strategy
- Reformulated go-to-market brand and strategy by implementing consistent naming, branding, and enhanced digital presence
- Managing a global team of 120 Product, Product Marketing, & Design professionals, supporting 170 products

SENIOR VICE PRESIDENT – Product Management & Product Marketing | Thomson Reuters 2021 – 2024

- Managed a global cross-portfolio Product Marketing and Product Management team, supporting all TR software solutions – including AI, SaaS, and cloud across legal, tax, security, and risk & fraud markets – helping double corporate growth rate
- Established and ran the product management and marketing organization, designing new processes, career pathing, training, and best practices for a team of 160 (plus 9 VPs) in multiple countries
- Drove 75% reduction in process complexity for product launches
- Reimagined the customer journey by redefining customer feedback for product strategy integration and go-to-market launch, leading to an increased yearly company growth rate from 3% to 7% over 2 years

- Defined and executed all business cases, plus product market and competitive research for SMB through large enterprise customers, depending on product
- Led global company omni-channel messaging, strategy, and portfolio positioning for use in digital, customer collateral, partner enablement, and sales training for over 175 products
- Corporately sponsored diversity, social impact, and environmental initiatives
- Led company in percentage of diversity employees hired and promoted

GM & VP OF TRANSFORMATION – Product, Engineering & Marketing | Dell Technologies 2016 – 2021

- Managed a global transformation team of Product, Engineering, & Marketing plus competitive, research, and strategy analysts, redefining go-to-market and supporting a \$17 billion business while growing 25%+ year-on-year
- Led the \$3B Dell/VMware partnership to grow joint server, networking, and software solutions, including VMware on-prem and cloud solutions tripling the revenue in 2 years
- Ran diverse marketing teams including Product, Field, & Digital to joint execution and collaboration
- Owned Dell joint solution partnerships with Microsoft, Linux, and NVIDIA
- Planned and executed joint portfolio strategies for environments such as machine learning, AI, SaaS, PaaS, and Edge computing solutions
- Executed and planned global end-to-end go-to-market strategy, providing creative customer collateral for all of Dell marketing
- Implemented sales training, digital strategy, and demand gen integration
- Defined and executed market research and competitive comparisons for the enterprise portfolio, including Dell software and hardware solutions for cloud, servers, networking, GPUs, and storage
- Served as a top speaker at Dell's customer and sales events, presenting to audiences of up to 12,000 people, plus analyst and press activities
- Rated by my direct reports a "Tell Dell Rock Star" annually from 2011-2021, Dell's highest-rated manager performance level

SENIOR DIRECTOR – Product Management & Product Marketing | Dell Technologies 2010 –2016

- Led multi-continent Product Management team for Dell's PowerEdge server and networking portfolio, generating over \$4B in revenue per quarter
- Responsible for all stages of the product lifecycle while maintaining focus on customer-first innovative solutions to solve specific user needs
- Defined and brought to market Dell's first Edge and GPU-based solutions
- Met weekly with customers, sales teams, and sales executives to understand and assist in the market
- Coordinated all product business cases, sales training, and messaging while partnering on online content, MarCom, and regional product optimization
- Met with customers in 40 countries to gather user requirements
- Awarded as one of 12 people (out of 4,000+) as a "Hero" of Dell's 12th generation server launch

SENIOR PRODUCT MANAGER | Dell Technologies 2006 –2010

- Drove a \$2B-per-year global roadmap setting strategy, vision, and point of view in the Server & Networking hardware and software portfolio
- Performed customer product research to identify user demand and preferences & then drove product messaging, analyst relations, branding, and launch strategies
- Received 6 Director Awards and 5 VP awards from leadership

PRODUCT MARKETING MANAGER | Dell Technologies 2005 –2006

- Led global product positioning, collateral implementation, and go-to-market strategy for Dell's \$15B server product portfolio

STRATEGY & COMPETITIVE ANALYST | Dell Technologies

2004 –2005

- Executed competitive and strategic analysis for both software and hardware solutions & trained sales teams on best product positioning in 20 countries

SALES MANAGER & INSIDE/OUTSIDE SALES REP | Dell Technologies

1999 –2004

- Managed a team responsible for \$30 million in revenue per month, selling direct and through the channel

EDUCATION

Bachelor of Arts | Trinity University, San Antonio, Texas

SKILLS

Product Roadmap & Strategy

Go-to-Market Strategy

Sales Enablement

Multichannel Marketing

Product & Customer Evangelism

Global Employee Leadership

Organization Transformation

Analysis & Forecasting

Portfolio Messaging & Positioning

Partner Enablement & Strategy

Cross Functional Collaboration

Team Building

Business Case Ownership

Product Innovation

Corporate Branding

Analyst & Press Relations

People Management

People Development