

SCOTT HAYS

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Senior Leader of Product Marketing / Product Management

Customer-Centric Product Leader | Data-Driven Challenger | Content Innovator

Dynamic B2B product and marketing leader with experience driving global revenue, reach, and engagement. Outstanding communicator known to create vision, champion concepts, and gain consensus across business units. Demonstrated success in driving product development, positioning, and content marketing for high-value company initiatives.

▶ Executive Engagement	▶ Messaging, Positioning, Visibility	▶ Win/Loss Analysis and Actions
▶ Sales Enablement Programs	▶ Content Marketing / Lead Generation	▶ Data-Driven Product Roadmaps
▶ Cross-Departmental Sr. Leadership	▶ Alliance ISV Partnership Management	▶ Metrics and Decision Models

EXPERTISE AND CAREER ACHIEVEMENTS

B2B Global Go-to-Market Leadership: Identified targets, defined strategies, and led worldwide teams, developing product roadmaps, crafting messaging and content, and executing integrated, cross-media marketing campaigns and product launches.

Product Marketing Rebuild: Rebuilt product marketing function by defining roles, deliverables, and outcomes spanning market research and competitive intelligence, messaging, sales enablement, GTM and launch process, and content strategy, development, and deployment. Accelerated content delivery that aligned with rapid product release cycle and delivered more consistent, actionable content to sales teams.

Thought Leader and Evangelist: Challenged status quo, proactively championed new ideas and approaches, and personally represented company as spokesperson at live events, analyst briefings, media interviews, and webinars.

Microsoft Partnership Relaunch: Following an agreement to standardize Epicor cloud deployment on Microsoft Azure, landed Satya Nadella for a special video announcing the new level of partnership between Microsoft and Epicor, realizing year-over-year cloud deployment increases of 90%.

Gartner Magic Quadrant: Attained and maintained #1 “top right” positions for Verint on Gartner Magic Quadrant, Forrester Wave, and Ventana Research Value Index.

PROFESSIONAL EXPERIENCE

RIMINI STREET | Orange County, CA 2019 – Present

Market leader in third-party support for enterprise software, plus security services, managed services, and professional services for organizations running Oracle, SAP, and Salesforce. Annual recurring revenue of \$376 million with 5-year CAGR of 23%.

Senior Director, Product Marketing

Cross-functional leader driving change in product marketing and integrated marketing functions.

- ▶ **Go-to-Market Strategy and Messaging:** Developed new standards for GTM strategy, positioning and messaging, personas, the buyer journey, and the ideal customer profile model. Created authoring tools and templates to assist colleagues with producing consistent, high-quality content.
- ▶ **Competitive Intelligence:** Established new mechanisms for gathering and disseminating updates on competitor messaging, sales tactics, and social media and website activity. Produced multifaceted win/loss analysis and spearheaded engagement with Primary Intelligence to uncover root causes of win/loss outcomes.
- ▶ **Sales Enablement:** Drove implementation and adoption of Highspot sales content system for improving frequency and efficacy of sales reps using content to engage with buyers and to track their engagement.

EPICOR | Orange County, CA 2017 – 2019

Provider of enterprise resource planning solutions for global mid-market (20,000+ customers in over 150 countries) delivered via cloud/SaaS and on-premises deployments.

Senior Vice President, Product Marketing

Led team of 26 product marketers in 6 countries to deliver all facets of product marketing and go-to-market activities for multiple product lines, dozens of industries, and all geographies representing approximately \$700M in revenue.

- ▶ **Market Research and Competitive Intelligence:** Launched new function and recruited experienced professionals in Epicor's India Technology Center, providing analysis on market trends, competitor battle cards, competitor news, and win/loss performance.
- ▶ **Messaging and Content Development:** Established and communicated messaging that was differentiating, clear, consistent, and compelling. Created and updated hundreds of internal and external assets each quarter for sales enablement, lead generation, and pipeline acceleration. Drove transition from on-premises to cloud and SaaS messaging.
- ▶ **Content Deployment:** Evaluated, selected, and implemented new solution for content deployment, greatly reducing time and effort for sales and marketing personnel to find, share, and track content assets to compel buyers toward Epicor decision.
- ▶ **Global and Local Events:** Planned agendas and content for events in all regions, including the Epicor Insights annual customer event that featured 650+ breakout sessions that drove year-over-year increases in attendance, satisfaction, and revenue influence. Delivered keynote and other main-stage presentations in the US, Australia, and the United Arab Emirates.
- ▶ **Pricing and Product Lifecycle:** Developed pricing for products and services and established product lifecycle and support policies to encourage customers to get current and stay current on the latest releases.
- ▶ **Customer Success Management:** Spearheaded initiative that established CSM function and program for first time at Epicor.

VERINT | Orange County, CA

2012 – 2016

Provider of omnichannel solutions for customer engagement, workforce optimization, and interaction analytics.

Vice President, Global Solutions Marketing

2014 – 2016

Selected by Verint executive leadership—from acquired company KANA—to merge 2 teams into single global solutions marketing unit for 20 products in 3 markets representing \$600M segment of \$1B company with 10K customers in 180 countries, including 80% of the F100. Led worldwide team of 10 people to direct new business acquisition and customer retention GTM initiatives.

- ▶ **New Content Architecture:** Chartered and executed highly successful new content architecture and evidence-based content marketing strategy across all product lines resulting in higher ROI for created content.
- ▶ **Solutions Marketing Team Productivity:** Increased team output 50%, delivering 200+ new and updated assets quarterly. Produced content that advanced pipeline flow and increased revenues 25% over 2 years.
- ▶ **Pricing and Licensing:** Directed conversion from concurrent to named users for SaaS and perpetual license models.
- ▶ **Verint Engage Customer Events:** Revamped agenda for Verint Engage events (1,000+ attendees: G2000 decision-makers, analysts, media representatives) with 120+ breakout sessions, yielding annual increases in session relevance, content, and speaker quality.

Senior Director, Product Marketing, KANA Software (acquired by Verint)

2012-2014

Directed 8-member team to drive pipeline and improve marketing support for sales (with intent of selling company). Initiated multiple changes, including kickoff meeting content, enablement programs, and resource center.

- ▶ **Sales Enablement:** Developed playbooks and created "Gear Up!" an ongoing sales enablement program that continually enhanced and refined sales personnel's knowledge and skills, and delivered regular cadence of win and go-live communications.
- ▶ **Events:** Improved planning and orchestration of annual sales kickoff meetings (100 salespeople), inspiring and training account executives on optimal messaging and positioning of KANA solutions. Coordinated agenda planning and content development for US and UK customer summit events that drove substantial portion of leads and revenue for add-on products.
- ▶ **Pricing and Licensing:** Overhauled pricing, balancing simplicity and flexibility for SaaS and perpetual license models.

RELATED EXPERIENCE

EPICOR | Irvine, CA

Director, Product Marketing

Senior Product Manager, Clarus Corporation (acquired by Epicor)

Software Development Manager, Clarus Corporation (formerly SQL Financials)



EDUCATION

BA, Economics and Sociology (Organizational Behavior), Stanford University, Palo Alto, CA