

CHAD FENNER

KEY SKILLS

- Change Management
- Organizational Design & Implementation
- Business Process Improvement
- Cross-Functional Collaboration
- Product Roadmap & Strategy
- Business Case Ownership
- Go-to-Market Strategy
- Customer Requirements Definition
- Strategic & Financial Analysis
- Marketing & Sales Enablement
- Product & Customer Evangelism
- Portfolio Messaging, Positioning & Communication
- Product Innovation
- People Management
- Team Building
- People Development
- Cultural Leadership
- Emotional Intelligence

KEY ACHIEVEMENTS

- Created & ran 160-person Product Marketing/Product Management org, process, and go-to-market for Thomson Reuters, helping double yearly corporate growth rate
- Grew Dell/VMware joint business from \$1B to \$3B in 2 years via innovative go-to-market solutions
- Rated by my direct reports a “Tell Dell Rock Star” annually from 2011-2021, Dell’s highest-rated manager performance level
- Led multi-billion dollar full-lifecycle product management for hardware, software, and SaaS solutions
- Established product roadmap & go-to-market strategy for ESG at both Dell and TR
- Corporate evangelist at 50+ public events in 40+ countries, speaking to thousands of customers about product needs & strategy

Senior Executive Product Management and Marketing

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SUMMARY

Product Management and Product Marketing Executive with over 25 years of experience. Focused on driving company growth with creative problem-solving and guiding large teams with empathetic people leadership. Deep and broad background in enabling customer-first product and marketing solutions in diverse markets including software, hardware, SaaS, PaaS, cloud, and Gen AI.

PROFESSIONAL EXPERIENCE

Senior Vice President, Product Marketing & Product Management Thomson Reuters, 2021–Present

- Manage a global cross-portfolio Product Marketing and Product Management team supporting all TR software solutions including Generative AI, SaaS, and cloud across legal, tax, security, and risk & fraud markets
- Established the entire department from the ground up, designing new consistent processes, career pathing, 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
- Define and execute all business cases plus product market and competitive research—SMB through large Enterprise customers, depending on product
- Lead global company omni-channel messaging, strategy, and portfolio positioning for use in digital, customer collateral, partner enablement, and all other go-to-market channels for over 175 products
- Execute all sales training and messaging
- Corporately sponsor diversity, social impact, and environmental initiatives
- Led company in percentage of diversity employees hired and promoted
- Serve as mentor to early-in-career employees

VP & General Manager of Product Management and Marketing Dell Technologies, 2016–2021

- Managed a global team of software Product Management & Product Marketing plus competitive, research, and strategy analysts, supporting a \$17 billion business and growing 25%+ year-on-year
- Led the \$3 billion Dell/VMware partnership to grow joint server and software solutions, including VMware on-prem and cloud solutions
- Owned Dell partnerships with Microsoft, Linux, and NVIDIA to build joint solutions
- 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, 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

EDUCATION

Trinity University
Bachelor of Arts
San Antonio, Texas

OUTSIDE INTERESTS

- Active 3rd degree Kung Fu Black Belt
- Avid traveler, reader, and sports enthusiast

Senior Director — Product Management

Dell Technologies, 2010–2016

- Led multi-continent Product Management team for Dell's PowerEdge server portfolio, generating over \$4 billion 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, social media, and regional product optimization
- Met with customers in 40 countries to gather user feedback for future product planning implementation
- 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 \$2 billion-per-year global roadmap that set strategy, vision, and point of view in the server hardware and software portfolio
- Performed customer product research to identify user demand and preferences
- Drove product messaging, analyst relations, branding, and launch strategies
- Partnered with engineering to design and create optimal solutions and customer experience
- Received 6 Director Awards and 5 VP awards from leadership

Product Marketing Manager

Dell Technologies, 2005–2006

- Led product positioning, collateral implementation, and go-to-market strategy for Dell's \$10 billion server product portfolio
- Created a global marketing launch plan, collaborating with international and regional teams

Strategy & Competitive Marketing 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 — SMB Customers

Dell Technologies, 2003–2004

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

Inside & Outside Sales — SMB Customers

Dell Technologies, 1999–2003

- Generated \$20 million in sales per quarter while establishing Dell's first channel partner sales program