



SIMPLIFYING COMPLEXITY.
DRIVING CUSTOMER VALUE.

ANNETTE MIESBACH

Senior Product Marketing Manager

Greater Toronto Area (GTA), Ontario, Canada

amiesbach@hotmail.com | +1 416-402-3592 | [LinkedIn](#) | annettemiesbach.com

Professional Summary

Senior Product Marketing Manager with more than 11 years of experience bringing enterprise SaaS products to market through customer insight, positioning, messaging, go-to-market strategy, product launches, and sales enablement. Experienced translating complex technologies—including AI, automation, analytics, integrations, and workflow platforms—into clear customer value that drives adoption and revenue growth.

Known for partnering across Product Management, Engineering, Sales, Customer Success, and Marketing to shape product narratives, influence product strategy, and deliver successful launches. Equally comfortable defining strategic messaging and creating the hands-on deliverables that enable commercial success, from messaging frameworks and competitive positioning to web content, presentations, videos, webinars, and sales enablement assets.

Areas of Expertise

- Product positioning & strategic messaging
- Enterprise SaaS go-to-market strategy
- Sales enablement & executive storytelling
- AI-enabled workflow & platform messaging
- Portfolio planning, launch execution & commercialization
- Customer & market insights
- Product storytelling & thought leadership
- Cross-functional program & GTM leadership
- Content development: POVs, webinars, videos, blogs & enablement assets
- Tools: Salesforce, Highspot, SharePoint, Camtasia, PowerPoint, OpenAI positioning & messaging
- Executive stakeholder alignment, roadmap coordination & status communication

Professional Experience

NICE - AI-powered CCaaS / Customer Engagement Platform

Senior Product Marketing Manager | 2013–2024 | Remote / Canada

- Developed positioning, messaging, and executive narratives for AI-enabled customer experience, analytics, automation, routing, integrations, and workflow orchestration capabilities.
- Translated complex technical functionality into differentiated business value propositions and customer-focused narratives for enterprise and executive audiences.



ANNETTE MIESBACH

Senior Product Marketing Manager

Greater Toronto Area (GTA), Ontario, Canada

amiesbach@hotmail.com | +1 416-402-3592 | [LinkedIn](#) | annettemiesbach.com

- Led cross-functional product commercialization and GTM programs for enterprise SaaS and AI-enabled capabilities, coordinating Product, UX, Engineering, Sales, and Marketing stakeholders from planning through execution.
- Created scalable sales enablement assets including executive presentations, POV materials, solution overviews, demo scenarios, videos, playbooks, one-pagers, and competitive battlecards.
- Partnered cross-functionally with Product, UX, Sales, Customer Success, and Marketing teams to align priorities, coordinate deliverables, support launches, and maintain execution readiness in rapidly changing environments.
- Supported portfolio-level storytelling and enablement initiatives spanning AI, analytics, digital engagement, and platform capabilities.
- Managed structured enablement workflows, stakeholder communications, and content frameworks to improve consistency, visibility, and readiness across distributed teams

Siemens Enterprise Communications - Product Manager | 2006–2013

- Supported product strategy, positioning, integrations, and sales enablement for enterprise communications and compliance-focused technology solutions.
- Developed demo environments, technical collateral, and field training assets supporting global enterprise sales teams and partner ecosystems.

Trango Software (Acquired by Siemens) - Marketing Manager | 2001–2006

- Supported international launches of enterprise contact center solutions through campaigns, demonstrations, and sales enablement initiatives

Education and Training

- MIT – Driving Innovation with Generative AI (2025): Focus areas included enterprise AI adoption, AI-assisted product marketing workflows, generative AI strategy, and innovation management.
- IBM – GenAI for Executives & Business Leaders (2025)
- Google – Foundations of Digital Marketing & E-Commerce (2025)
- York University – Executive Program: Transition to Management
- Ludwig-Maximilians-Universität Munich – MA, Languages

Languages

German (Native) • English (Native-level proficiency) • French, Spanish (Limited)