Trey Steinhoff

Product Marketing Leader

Senior product marketer and product manager with ten years of experience leading startup teams to acquisition, shipping enterprise SaaS products to hundreds of thousands of users, & running high-impact hackathons.

Experience

Vice President of Product Marketing | Phunware

4/2023 - 11/2023

Developed a focused company narrative, refined brand, and targeted go to market strategy to shift a public company from an agency model to a scalable enterprise SaaS model in high growth verticals.

- Created and implemented focused company narrative across all prospect and investor touchpoints.
- Launched rebranded company website with focus on new ICPs, conversion, SEO, and retargeting.
- Led overhaul of sales enablement materials, sales stages, and account based marketing outbound.
- Generated hundreds of new leads in three months from conference execution and content marketing.

Director of Product Marketing | GlobaliD

9/2021 - 11/2022

Led organizational transformation required to go to market with cutting-edge technology in an emerging market. Rebranded the company to drive enterprise deals while delivering market-driven product requirements.

- Executed discovery and competitive analysis to set product roadmap and go to market strategy.
- Established marketing infrastructure including website, CRM, content, and sales enablement.
- Drove leads ranging from Fortune 100s to indie developers to consumers for multiple products.
- Led the implementation of user retargeting tools and features to increase product stickiness.

Director of Product & Marketing | Fintech LLC (Acquired Lilypad Solutions, 2019)

6/2020 - 9/2021

Created and implemented multi-year product strategy for two enterprise software platforms. Collaborated across the organization to secure internal investment, integrate cross-departmental roadmaps, and deliver requirements.

- Uncovered market opportunity through product discovery interviews and competitive analysis.
- Iteratively designed prototypes with feedback loops to ensure product-market-fit and feasibility.
- Developed pricing and packages to capture target market segments for two enterprise products.
- Managed two teams to deliver two SaaS products. Won commitments from enterprise clients.

Director of Product, Marketing | Lilypad Solutions

4/2018 - 6/2020

Led growth efforts that tripled ARR in 12 months and resulted in our acquisition by Fintech LLC in April 2019. Managed development team to balance roadmap, mitigate technical debt, and launch upsellable features.

- Led Agile implementation and release schedule to ship dozens of product launches to 5000 users.
- Redesigned website with new blog to earn #1 SEO rank and drive multi-channel retargeting funnel.
- Owned conferences that generated 1/3 of all new revenue. Hosted sold-out panel discussion.
- Designed user engagement funnel and new upsellable features to increase average deal size.

Product Designer & Marketer | Independent Contractor

5/2017 - 4/2018

Successfully executed contracts spanning app design, brand identity, WordPress development, large scale event coordination, and tech evangelism.

Customer Success Manager, Team Lead | KiteDesk

1/2016 - 4/2017

Met or exceeded retention rates quarter over quarter. Expanded ARR value of tier one clients by an average of 40% and converted 87% of paid trials. Managed team of four customer success reps.

Founder | Startup Tampa Bay, NPO

9/2015 - 1/2018

Raised over $100,000 organizing conferences and hackathons that have empowered over 15,000 entrepreneurs and technologists in Tampa Bay. Served as liaison between community, seed funds, and venture capitalists.

Details

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Top Skills

Leadership & Collaboration

Design Thinking

Product Discovery & UX Design

Product Go To Market Strategy

Messaging & Product Evangelism

Awards

North American Finalist | StartupBus
Awarded for UI/UX, brand design, user research, and pitch.

25 Under 25 | USF Business College
Awarded for academics, professional development, leadership, and service.

First Place | USF Case Competition
Awarded for research, creativity problem solving, and presentation.

Tools

Expert
Adobe Creative Suite, Atlassian Suite, Google Analytics, Wordpress, Mailchimp

Proficient
HTML, CSS, SQL, DevOps, Mixpanel, Invision, Asana, GitHub, Salesforce, Pardot, Intercom, Zendesk, Google Ads, Facebook Ads, Microsoft Suite

Education

BS, Economics & Entrepreneurship
University of South Florida

Founded the Entrepreneurship and Innovation Society at USF Tampa.

Completed internships in UX, Graphic Design, and Marketing for Tampa Bay Wave accelerator and tech startups.

Hobbies

Oil, acrylic, and multi-media painting

Surfing before our morning standup

Vipassana meditation after attending meetings that could've been emails

Forcing my loved ones to listen to albums all the way through

Devouring books and podcasts in one sitting

Sending .gifs to colleagues