

Adam Lagerhausen

Product Marketing Leader | 10+ years of B2B Product Marketing Experience

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Core Strengths

AI Messaging & Positioning • Enterprise GTM Strategy • Product Launches • Sales Enablement • Market Research & Voice of Customer • Demo Strategy & Buyer Qualification • Content Strategy • Cross-Functional Leadership

Professional Summary

Senior Product Marketing leader with 10+ years in B2B SaaS, specializing in AI messaging and positioning, and high-impact go-to-market strategies. Built and led Product Marketing functions that launched flagship AI products, repositioned platforms, and drove triple-digit growth. Most recently launched ServiceNow's AI Control Tower and delivered immediate sales-efficiency impact at a \$80M Series A startup.

Professional Experience

Reevo — AI-Native Revenue Operating System (\$80M Series A)

Head of Content / Builder | March 2026 – May 2026

- Designed and launched a custom interactive demo that cut unqualified “tire-kicker” leads by 50% and gave sales a cleaner path to serious buyers.

ServiceNow

Senior Manager, Product Marketing – AI Platform | October 2024 – March 2026

- Built and led Product Marketing for the AI Platform team, owning messaging, positioning, and launch strategy for AI and governance products.
- Launched AI Control Tower, ServiceNow's flagship enterprise AI product for monitoring, controlling, and governing AI deployments at scale; wrote the C-level narrative and sales enablement around AI risk, compliance, and adoption.
- Developed First Call Decks and sales narratives for senior AI, risk, and governance decision-makers, helping sales connect technical AI capabilities to enterprise outcomes.
- Built a repeatable voice-of-the-customer research program for AI Trust messaging, roadmap feedback, and customer-facing narratives.

Zeplin

Senior Manager, Product Marketing & Content Team Lead | April 2022 – October 2024

- Promoted to team lead (managed 4); built the team's quarterly strategy process and supported 2 promotions. Repositioned Zeplin from handoff tool to design delivery platform; new messaging and targeted campaigns doubled weekly trial sign-ups.
- Launched a market research program that became the team's voice of the customer and drove a 60% increase in sign-ups among target personas.
- As GTM Lead, launched Zeplin's second product and exceeded targets by 25%.

Dropbox

Senior Product Marketing Manager, GTM & Product Launch Lead | October 2019 – April 2022

- Built Dropbox's first company-wide product launch framework and execution model; launches beat targets by 15%+.
- Created a new GTM strategy and global sales enablement program for Dropbox Sign, delivering a 400% increase in sales.

Salesforce — Sales Cloud

Product Marketing Manager | November 2015 – October 2019

- Owned messaging, positioning, and sales enablement for Sales Cloud across multiple major releases in a high-velocity enterprise environment.

Education

Northern Illinois University — B.S. Marketing, 2012