

Devorah Schiller

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[LinkedIn](#)

WORK EXPERIENCE

Solidus Labs

Senior Product Marketing Manager

New York, NY
June 2022 – April 2023

- Led go-to-market strategy and execution for product launches, aligning cross-functional teams to drive pipeline growth and increase product adoption. Partnered with leadership to refine product-market fit and GTM in financial environments
- Designed and launched product marketing campaigns for existing products and spearheaded a high-profile new product launch. Developed collateral targeted towards ICPs, including solutions overviews, decks, webinars, and whitepapers.
- Advised and steered growth teams on product roadmap by conducting comprehensive revenue and product viability analyses. Achieved and surpassed Product Marketing KPIs, significantly advancing marketing milestones.
- Created and delivered sales enablement materials aligned to targeted buyer personas. Trained GTM teams on product capabilities, user and buyer profiles, product messaging, competitive differentiation, and playbooks that supported revenue goals.

Chainalysis

Product Marketing Manager

New York, NY
September 2020 – June 2022

- Executed GTM strategy and product launches for cloud-based and on-premise SaaS products in investigation, compliance, investments, and data platforms. Collaborated with cross-functional teams to drive the product development cycle and coordinate activities from pre-launch stages through post-launch.
- Formulated key messaging and product materials appropriate for B2B and B2G SaaS marketing, translating complex technical information into compelling messaging and enablement materials tailored to specific audiences.
- Developed product collateral including solution briefs, webinars, customer communications, and thought leadership. Contributed to technical documentation and RFPs, ensuring consistency across campaigns and customer touchpoints. Formulated technical product documentation and model validation documents.
- Spearheaded the organization's competitive intelligence initiative. Developed competitive battlecards with tailored offensive and defensive messaging. Established scalable processes for collecting and disseminating insights that shaped positioning in the blockchain analytics space.

EDUCATION

Reichman University

August 2017,

M.A. in Public Policy: Counter-Terrorism & Homeland Security, Cyber Terrorism, Cum Laude

New York University

January 2016

B.S. in Global Public Health and Science, Pre-Medicine Concentration

CERTIFICATIONS

Product Marketing Alliance – Product Marketing Foundations, March 2022

Pragmatic Institute – PCM Level 1, June 2021

Chainalysis Cryptocurrency Fundamentals Certification, October 2020

Chainalysis Reactor Certification, October 2020