

Jane Hendricks

Product Marketing

Chicago, IL, United States | [LinkedIn](#)

I am a technology product strategy leader for data science, advanced analytics, and business intelligence software, solutions, and platforms. With experience in product marketing and product management, I plan and execute GTM strategies that grow revenue, expand usage, penetrate new markets, and introduce new innovations.

My passion is connecting people with technology. I craft the technology stories that resonate with developers, line of business, C-suite, and IT. My expertise is to simplify and humanize complex technical specifications and use cases into stories that provoke interest and inspire consideration.

I learn and lead by doing. Looking forward to connecting with you through LinkedIn.

EXPERIENCE

Product Management Director Analytics & Insight

Jan 2024 — Present

Genesys

Product Marketing Manager, Conversational AI

Mar 2021 — Feb 2023

Genesys

Bringing Genesys Conversational AI innovation to customers and prospects; demonstrating through creative technology stories why Genesys Conversational AI is the latest essential for delivering empathy at scale at every touchpoint and every channel -- voice, bot, or digital.

Senior Product Marketing Manager

Oct 2018 — Mar 2021

SDL plc

Lead product marketing for the Linguistic AI technology category that covers machine translation and the integration of NLP/NLG into content services and solutions. Conduct market segmentation, develop buyer and influencer personas, and create compelling value propositions that deliver business outcomes at every stage of the sales funnel. Craft and deliver compelling content through blogs, videos, web copy, presentations and more to a variety of audiences, including C-suite.

Director Product Marketing

Feb 2018 — Oct 2018

Tata Consultancy Services

Greater Chicago Area

Created messaging, formed it into market-ready collateral, delivering presentations that demonstrated software capabilities to executive stakeholders and customers for Digital Software and Solutions.

Product Marketing Manager, Business Intelligence & Predictive Analytics

Nov 2013 — Feb 2018

IBM

Greater Chicago Area

Led team of portfolio and content marketing resources in the planning and execution of marketing tactics to drive the adoption and growth of products and solutions for predictive analytics, data science, and machine learning. Created new routes to market using variety of growth tactics, including try-to-buy and in-app experience optimization. Delivered sales enablement and marketing content to build demand and ensure conversion.

Principal Analyst

May 2013 — Aug 2013

Nucleus Research

Greater Chicago Area

Delivered primary investigative research on human capital management technologies, focusing on how technology supports and advances the employee lifecycle.

Sr. Manager Product Marketing

Mar 2011 — Aug 2013

Aspect Software

Developed marketing strategy and contributed to product direction for workforce optimization, social engagement, contact center analytics, and cloud-based solutions for customer support.

Product Marketing and Product Management Roles

Jun 1999 — Mar 2011

IBM

Advisory Product Manager -- IBM Applied Applications (June 2010 – March 2011)

Product Marketing Manager for SPSS Predictive Analytics (August 2007 – June 2010)

Product Marketing Manager for SPSS Data Collection Product Family (May 2007 – August 2009)

Solution Architect for SPSS Advanced Analytics & Data Collection (June 1999 – May 2007)

Employee Listening Analyst

May 1994 — Jun 1999

Hewitt Associates

Responsible for data aggregation, data analysis, and modeling of data resulting from employee research. Automated research practices, focusing on reporting of survey results for business data consumers.

EDUCATION

DePaul Driehaus College of Business

Jan 1997 — Jan 1999

MBA in Marketing

CERTIFICATIONS

Genesys Design Thinking Practitioner, Genesys	Sep 2021
IBM Watson Data Platform Foundations, IBM	Nov 2016
Insight2015 - Speaker, IBM	Dec 2015

SKILLS

Predictive Analytics · Product Management · Data Analysis · Product Marketing · SPSS · Analytics · SaaS · Enterprise Software · Business Analytics · Segmentation · Business Intelligence · Leadership · Data Mining · Sales Enablement · CRM · Predictive Modeling · Customer Insight · Big Data · Cloud Computing · Go-to-market Strategy · Demand Generation · Solution Selling · Marketing Automation · Business Alliances · Salesforce.com · Professional Services · Competitive Analysis · Customer Relationship Management (CRM) · Lead Generation · Business Intelligence (BI)