

Eric Brynaert

Product Marketing Manager | Cybersecurity | DNS | B2B SaaS | GTM Strategy

SUMMARY

Product Marketing Manager with experience leading go-to-market strategy, messaging, and product launches for cybersecurity and DNS products. Proven ability to translate market insights into product positioning and sales enablement supporting revenue growth. Experienced working cross-functionally with product, engineering, and sales teams to align product strategy and go-to-market execution. Trilingual in English, French, and Spanish.

CORE COMPETENCIES

- Product Marketing Strategy
- Product Launches
- Market Segmentation
- Pipeline Generation
- Go-to-Market Strategy
- Competitive Intelligence
- CRM & RevOps
- Messaging & Positioning
- Sales Enablement
- Customer Insights
- Cross-Functional Leadership

EMPLOYMENT

CIRA, Ottawa, Canada – *Product Marketing Manager*

October 2022 – Present

Product marketing lead for CIRA's Cybersecurity and DNS portfolio, responsible for positioning, go-to-market strategy, and sales enablement across the organization's B2B security offerings, including leading GTM for the launches of CIRA MDR and CIRA XDR.

- Own product marketing strategy for a portfolio of five cybersecurity and DNS products, including ICP definition, messaging, positioning, and go-to-market planning.
- Lead cross-functional go-to-market launches for cybersecurity offerings including XDR and MDR, defining product narrative, launch strategy, messaging framework, and channel execution.
- Develop and maintain core product messaging and positioning, ensuring consistent implementation across website, campaigns, sales enablement, and executive communications.
- Build a sales enablement ecosystem including battlecards, positioning decks, case studies, and technical datasheets used by sales and technical teams.
- Identify and prioritize new vertical markets, expanding cybersecurity offerings beyond traditional customer segments into industries such as legal services and professional associations.
- Direct trade show and industry event strategy across 12+ events annually, coordinating booth messaging, marketing presence, and executive participation.
- Lead evaluation and rollout of HubSpot CRM, ZoomInfo, and Salesloft, improving sales intelligence capabilities and supporting marketing-driven pipeline generation.
- Collaborate with product, engineering, sales, and executive leadership to align product strategy, market positioning, and GTM execution.
- Supported GTM and marketing initiatives contributing to \$4M+ in company pipeline and ~\$1.1M net new ARR this fiscal year.

WebMarketers, Ottawa, Canada – Digital Marketing Manager

MAY 2020 – OCTOBER 2022

Managed a team of seven marketers delivering multi-channel digital marketing campaigns for a portfolio of 130+ businesses, contributing to the agency's 70% year-over-year growth.

- Planned and executed multi-channel digital marketing campaigns for 130+ businesses, supporting client acquisition and revenue growth.
- Built marketing performance reports and dashboards, delivering actionable insights to executive and solutions teams to support sales strategy.
- Collaborated with developers and designers on website redesign and conversion optimization initiatives improving lead generation performance.
- Worked with executive leadership to streamline internal marketing workflows and automate operational processes to support company scaling.

Terres Lointaines, Paris, France – Digital Marketer

JANUARY 2019 – SEPTEMBER

One of two team members developing and running paid acquisition strategy during a year the company's revenue nearly doubled (€18.6M → €36.6M), with a nomination for the Grand Prix de la Croissance 2019.

- Part of a two-person marketing team supporting a national expansion strategy, opening new offices and scaling digital acquisition across multiple markets.
- Contributed to marketing initiatives during a period of rapid growth in which company revenue increased from €18.5M to €36.6M.
- Managed Google, Microsoft, and Facebook Ads campaigns with monthly budgets of €160K, optimizing performance and return on ad spend.
- Developed and executed the company's SEO and content strategy, improving organic search visibility and lead generation.
- Implemented Google Tag Manager tracking and remarketing strategies to improve campaign measurement and performance optimization.
- Collaborated with freelance writers, developers, and designers to support a major website redesign and digital growth strategy.

Idioma Internacional, San José, Costa Rica – Digital Marketer and Teacher

FEBRUARY 2016 – JULY 2017

Managed marketing campaigns and digital content for a language training company serving professionals across Latin America.

- Managed social media marketing campaigns and content creation to support brand awareness and student recruitment.
- Wrote website content and collaborated on a website redesign project improving digital presence.
- Taught business English to professionals and conducted language assessments for candidates across Latin America.

EDUCATION

La Rochelle Business School & Université du Québec à Montréal – Masters in Business Administration

SEPTEMBER 2017 – AUGUST 2019

Carleton University – Bachelor of Arts Honours

SEPTEMBER 2010 – APRIL 2015

LANGUAGES

English – *Native*, French – *Fluent*, Spanish – *Fluent*