

PAUL O'MAHONY

Hands-On Product Marketing & GTM Leader

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PROFILE

Product marketing and GTM leader with 20+ years turning ambiguity into shipped work. I don't wait for a spec. I dig into the data, form a hunch, build a fast version, and iterate in public. In Elena Verna's framing, I'm an **old cowboy**: two decades of scar-tissue experience, but restless. I've spent the past year building my own AI-native workflow (custom GPTs, agents, and now full products in Lovable itself) instead of settling into farmer mode. Player-coach by nature: equally comfortable in the trenches (UX flows, search logic, funnel data, vibe-coded prototypes) and on the horizon (positioning, GTM strategy, narrative).

HOW I OPERATE

- **Self-directed in ambiguity:** I don't need a fully-formed brief to start moving. I've repeatedly reframed vague, unowned problems (a broken search experience, a stalled content engine) into scoped initiatives I drove end-to-end.
- **Builder first:** Fluent with AI-assisted and no-code build tools (Lovable, custom GPTs, agent workflows) to go from idea to working artifact myself, fast, before looping in a team.
- **Trenches-to-horizon range:** Equally at home in Figma prototyping a fix, in FullStory diagnosing a funnel leak, or in the boardroom pitching the narrative that gets it funded.
- **Comfortable with chaos:** I don't wait for perfect information or full alignment to call the shot. I've repeatedly made the case for a priority, then owned it end-to-end, because someone has to create clarity for the team to move.

EXPERIENCE

Global Product Marketing & GTM Lead | **NSF Global** · Remote · June 2024 – Present

- Took ownership of a video-first GTM ecosystem from a standing start (content, webinars, podcasts) with no existing playbook, and built the operating model myself before scaling it across the team.
- Built and now run a personal stack of custom GPTs and AI-assisted workflows for research synthesis, content production, and campaign execution, cutting production cycles from weeks to days without waiting on tooling budget or headcount.
- Led narrative and launch strategy for flagship research programs end-to-end, including positioning, content, PR, video, and sales enablement, as the single owner spanning strategy through execution.
- Partnered daily with SMEs, Creative, and executives to translate dense technical material into audience-specific stories, contributing to \$6M in pipeline revenue.

Director of Product Marketing & Product Management | **Facilitron** · Los Gatos, CA · April 2018 – May 2024

- Noticed a growth blocker nobody owned, a marketplace search experience quietly killing conversion, and made the case myself, using analytics and customer research to reframe it as a platform priority worth a 6-month cross-functional rebuild.
- Went hands-on in Figma (including Figma AI) and session-replay tools (FullStory) rather than delegating diagnosis, personally prototyping fixes before handing them to Engineering, cutting “no-results” searches by 98% and lifting conversion 38%.
- Rebuilt checkout and onboarding flows end-to-end, cutting completion time 50%+ and lifting CSAT 30%, by mapping the full customer journey myself rather than working from a secondhand brief.
- Designed and shipped a scalable SEO and landing-page system connecting search intent to conversion, an automated, self-serve growth engine generating \$2M+ in organic revenue across thousands of pages.
- Grew Product Management from a solo function (me) into a 5-person team, staying hands-on across research, prioritization, UX, and GTM the entire time rather than stepping back into pure management.

Founder / Marketing Consultant | Selskar Design Agency · Wexford, Ireland · 2012 – 2018

- Ran as an independent operator for SaaS, B2B, and marketplace clients across the U.S. and Europe. Every engagement required starting from ambiguity with no internal context, including a 0-to-1 launch of a live-streaming travel product with integrated payments.

CMO | Sonru · Wexford, Ireland · 2014 – 2015

- Built marketing and product marketing functions from scratch for a global video-interviewing SaaS company, including the company's first annual user conference.

Director of Marketing & Demand Generation | Platfora · San Mateo, CA · 2013 – 2014

- Built demand generation, content, and campaign infrastructure from zero for a high-growth data analytics company, including Marketo build-out and A/B-tested landing programs.

Director of Marketing & Product Marketing | Druva · Mountain View, CA · 2011 – 2012

- First marketing hire for Bay Area expansion; tripled web visitors in under a year and led creative direction on an animated explainer campaign (contributed to a CODiE Award win).

Earlier: Brand Affinity Technologies (Director of Marketing) · Cisco (Partner Marketing Manager) · Printroom (Director of Marketing) · Atempo (Product Marketing Manager) · EMC Documentum (Head of Developer Community, 40,000+ member global developer program)

RECENT BUILDS

- **This resume's companion portfolio:** designed, built, and shipped in Lovable itself (paul-omahony.lovable.app), including copywriting, structure, and design-direction iteration.
- **Custom GPTs & agent workflows** for content research, RFP turnaround, and campaign production, self-built and self-maintained.
- **AI-powered OCR automation:** identified a manual insurance-verification bottleneck and partnered with Engineering to scope and ship a formal automation project, cutting review time from weeks to minutes.

SKILLS

- **AI & Build Tools:** Lovable (vibe coding), Custom GPT development, Claude, ChatGPT, Gemini, Perplexity, Figma AI, AI-assisted workflow automation, agent design.
- **Product & GTM:** Positioning, messaging, launch strategy, growth experiments, A/B testing, funnel optimization, lifecycle marketing, community building, multi-segment GTM.
- **UX, Research & Analytics:** Figma and Figma AI (rapid prototyping, wireframing, design collaboration), FullStory/session-replay analysis, funnel analysis, CRO, Google Analytics, behavioral analytics, voice-of-customer research.
- **Content & Storytelling:** Video-first content systems, webinars, podcasts, technical-to-human translation, thought leadership.
- **Leadership:** Cross-functional leadership with Product/Design/Engineering/Data, player-coach team building, executive communication.

EDUCATION

University College Cork: Post-Graduate Diploma, Computer Science; B.A., English & Archaeology