Paul O'Mahony

Head of Marketing & GTM

Laguna Beach, CA · paul_omahony@icloud.com · (949) 569-0837 · linkedin.com/in/irish · paulieomahony.com

Marketing and GTM leader with 20+ years building and running marketing for B2B tech and life sciences companies, from first marketing hire to CMO, at startups and enterprises including Cisco and EMC. I own the full engine: positioning, demand generation, content and video, sales enablement, budget, and the teams and agencies behind it. Six years in product management means I partner tightly with product and sales and fix the funnel, not just the message. Hands-on with AI to get more output from lean teams.

SELECTED OUTCOMES

- **Built marketing from zero** as the first marketing hire at Druva and Platfora, and as CMO at Sonru
- **$6M in pipeline (2025–26):** 50% of all NSF Life Sciences marketing pipeline, from content and white papers
- **$2M+ in organic revenue** from a scalable, automated SEO content engine across thousands of pages
- **+38% conversion** by rebuilding the funnel around how buyers actually search
- **Weeks to days:** AI workflows cut content production cycles with no added headcount or budget
- **Global leadership:** led teams, agencies, and partners across North America, Europe, and APAC

EXPERIENCE

Global Product Marketing & GTM Lead · NSF Remote · Jun 2024 – Present

Lead marketing and GTM for the Pharma Biotech business in a global, regulated life sciences market

- Own the Pharma Biotech annual marketing plan (priorities, budget, KPIs) and report results to leadership.
- Own positioning, launches, campaigns, and sales enablement, turning dense technical material into buyer narratives with SMEs, sales, and executives.
- Built the content and white paper program that generated **$6M in pipeline in 2025–26**, 50% of the division's marketing pipeline across pharma, medical device, and clinical research.
- Built a video-first demand engine from zero (webinars, podcasts, YouTube, and social) and turned it into an operating model the team now runs.
- Direct global agencies on brand video (QP Alumni, 30 Years of QP) and run conference content capture.
- Introduced AI workflows for research synthesis and campaign production, cutting cycles **from weeks to days**.

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

Multi-sided EdTech marketplace, built 0→1

- Owned positioning, product marketing, and GTM while leading product, and built the product team.
- Launched a scalable SEO and landing-page engine that tied search intent to conversion and generated **$2M+ in organic revenue**.
- Diagnosed funnel drop-off with exit data and session recordings, won CEO backing for a 6-month search rebuild, and **lifted conversion 38%**.
- Applied human-centered design and full journey mapping to checkout and onboarding, cutting completion time **50%+** and lifting **CSAT 30%**.

Advisory & Independent Work 2020 – Present

- **Product & GTM Advisor, Uni** (unitravel.app): positioning and go-to-market for an early-stage travel company.
- **Product & Growth Consultant, DiscoverWalks** (2020–2022): led conversion strategy and launched Beamz, a 0→1 live-streaming tours product.

Founder · Selskar Design Agency Wexford, Ireland · 2015 – 2018

- Founded and ran a design and marketing agency delivering brand, web, and GTM work for SaaS and B2B.

CMO · Sonru Wexford, Ireland · 2014 – 2015

- Ran marketing and product marketing for a global video-interviewing SaaS company, building brand, demand, and launches from scratch.
- Launched Standout, the company's first annual user conference in London.

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

- First marketing hire: built demand gen, content, and campaign infrastructure from zero, including Marketo.

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

- First marketing hire for the Bay Area expansion; tripled web traffic in under a year.
- Led the product demo behind a CODiE Award win and produced the YouTube explainer with Epipheo.

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

SKILLS

Marketing Leadership: Strategy, annual planning, budgets and KPIs, team and agency leadership

Demand & Growth: Demand generation, lifecycle marketing, SEO and AEO, CRO, A/B testing

Product Marketing: Positioning, messaging, launches, sales enablement, competitive narrative

Content & Video: Webinars, podcasts, video production, PR, events and conferences

AI & Stack: Claude, ChatGPT, custom GPTs, agent workflows, Lovable, Salesforce, Pardot, Marketo

EDUCATION

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