

DAN BETTINGER, MBA
PRINCIPAL PRODUCT MARKETING MANAGER

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PROFESSIONAL SUMMARY

Principal Product Marketer with 20-year track record of identifying emerging technologies before market adoption: virtualization (Dell, \$150M→\$355M annual revenue growth), DevOps & cloud native (IBM, doubled campaign revenue growth rate), blockchain (JPMorgan, first bank in metaverse), and AI-native product marketing (Red Hat, 2023-present). Builder of high-impact programs: viral campaigns (42M impressions, Stephen Colbert coverage), evergreen content (295K+ views over 7 years), interactive demo games (15% CTR), and 195-member AI & PMM community in 12 months. Currently leading Red Hat OpenShift security, management & sovereignty GTM while transforming how Principal PMMs work by building and shipping AI tools instead of strategy briefs.

CORE COMPETENCIES

Product Marketing: Go-to-Market Strategy • Product Launches • Positioning & Messaging • Competitive Intelligence • Sales Enablement • Developer Marketing • Market Research • Cross-functional Team Leadership

Technical Domains: Kubernetes • Cloud Native • DevSecOps • Blockchain • AI/Generative AI • Enterprise Software • Hybrid Cloud • Emerging Technologies

EXPERIENCE

RED HAT – Austin, TX

December 2023 - Present

Principal Product Marketing Manager | OpenShift

Lead product marketing for Red Hat's Kubernetes security, management, and observability portfolio - spanning launches, analyst relations, category creation, and field enablement at global scale.

- Created sovereign infrastructure category and GTM (2026) in response to geopolitical requirements - defined messaging framework, sales tactics, enablement decks, and trained entire Red Hat sales organization
- Led launch GTM for multiple products: OpenShift, Advanced Cluster Management for Kubernetes, Advanced Cluster Security, and OpenShift observability stack. Rebuilt messaging for ACM and observability (repositioned from features to business outcomes)
- Co-created DevSecOps Roadshow - hands-on technical workshop for enterprise customers (built messaging, sales enablement, and demand generation strategy)
- Led Red Hat's Gartner Magic Quadrant and Forrester Wave response for Kubernetes platforms. Drove GTM strategy to communicate competitive positioning to market
- Trained all Red Hat sellers on Kubernetes security, management, and sovereignty positioning (multiple global training cycles). Led OpenShift security presence at Red Hat Summit 2026
- Built AI & PMM Guild from 0→195 members in 12 months - shipping competitive intel agents, persona-testing gems, Slack analysis agents, and interactive web app demos (not slideware). Lead team of 3 PMMs + 5 Technical Marketing Managers

KINEXYS BY J.P. MORGAN – Austin, TX

September 2021 - November 2023

Senior Product Marketing Manager | Blockchain Start-Up

Created, managed, and delivered end-to-end marketing for the world's first bank-led blockchain network for secure, privacy-preserving information exchange.

- Delivered 180% YoY increase in inbound leads by repositioning blockchain from "technology" to "institutional trust infrastructure"
- Made JPMorgan the first Wall Street bank in the metaverse - a feat of internal navigation, not just marketing execution. Spent months building consensus across legal, compliance, and brand teams in a culture built to say "no" to risk. Launched Decentraland presence + thought leadership paper (Feb 2022): 42M impressions, Stephen Colbert coverage in 48 hours. Proof that moving fast in slow organizations is a skill, not luck
- Created 5 social media assets - 10.4M views in 6 months

IBM – Austin, TX**July 2018 - September 2021****Product Marketing Program Director | IBM Cloud | Cloud Native Portfolio***Promoted to Program Director in first 6 months (January 2019)*

Led go-to-market strategy, positioning, and messaging for IBM's cloud native portfolio. Managed 13-person cross-functional marketing team.

- Doubled campaign revenue growth rate, delivered 22% increase in new account creation, increased page engagement 40%
- Built and hosted IBM Cloud Podcast - 10 episodes averaging 2K downloads each (one-person production, see [linkedin.com/in/danbettinger/featured](https://www.linkedin.com/in/danbettinger/featured))
- Led IBM's marketing partnerships with Cloud Native Computing Foundation, Fortanix, and Mendix
- Drove IBM's KubeCon NA & EU presence and 3rd party podcast strategy reaching 100K developers in 6 months
- Built messaging for 5 campaigns targeting developers and IT executives

DELL EMC – Austin, TX**March 2016 - June 2018****Senior Product Manager | Ready Solutions & Alliances**

Designed, built, and marketed development kit enabling ISV and SI partners to create integrated systems for private cloud, big data, AI, and IoT.

- Moved from product concept to launch in 2 months
- On-boarded 4 ISV partners in 2 months
- Created online tool that increased pipeline by 20%
- Introduced agile development methodology (CI/CD, Pivotal Cloud Foundry) to bring MVP to market in 1 month

VMWARE (acquired MomentumSI) – Austin, TX**November 2014 - January 2016****Consulting Sales Executive | DevOps & Open Cloud Practice***VMware acquired MomentumSI - previous employer*

Identified and sold DevOps, cloud, and cloud native application consulting services to Fortune 500 and cloud service provider accounts.

- Built \$5M+ opportunity pipeline selling DevOps and cloud native consulting
- At MomentumSI (prior to acquisition): Created \$7M pipeline and built strategic partnerships with HP, SHI, EMC, NaviSite, Sungard, and Raytheon

FEATURED WORK**Interactive Product Demo Games** (incorporated into blogs):

- [Multicluster Ops](#) (Kubernetes management)
- [Trace Against Time](#) (observability)
- 1,500 plays each in first 3 months, 15% click-through to product pages

Thought Leadership & Content:

- ["What are Microservices?"](#) video: 295,000+ views, still ranking 7 years later
- [IBM Cloud Podcast](#): 10 episodes, 2K avg downloads (solo production)
- "Opportunities in the Metaverse" paper & metaverse presence: 42M impressions, Stephen Colbert coverage in 48 hours

EDUCATION**Master of Business Administration, MBA**

TX State University, San Marcos, TX

Bachelor of Arts, BA, International Studies

Fairfield University, Fairfield, CT