



June Manley

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CORE STRENGTHS

- GTM Strategy & Execution
- GTM Operating Model Design
- Revenue Growth & Scaling
- P&L Accountability
- Pipeline Architecture
- Organizational Transformation
- Partner & Alliance Strategy
- Field Productivity & Readiness
- Executive Storytelling
- High-Performance Team Design

OVERVIEW

Technology executive with 25+ years building go-to-market engines that drive measurable revenue across enterprise SaaS, cloud, data, and cybersecurity markets. Proven architect of scalable revenue infrastructure, specialized in capitalizing on artificial intelligence and machine learning to optimize field productivity, accelerate partner ecosystems, and align go-to-market strategies with rigorous revenue execution to drive sustainable growth. My leadership challenges the status quo, helping companies gain competitive advantage and scale in dynamic markets by blending strategic foresight with operational rigor to accelerate adoption, revenue, and market presence. A builder at heart, I design scalable GTM systems, cross-functional teams, and field readiness programs that outlast any single engagement. Committed to building high-performing teams, I foster a culture of innovation, critical thinking, and accountability, driving lasting impact across the business.

PROFESSIONAL EXPERIENCE

CONSULTANT | FRACTIONAL CHIEF MARKETING & GTM OFFICER

FRACTIONAL CMO / CHIEF GTM OFFICER

JAN 2023- PRESENT

Embedded CMO and Chief GTM Officer across multiple high-growth technology companies, partnering directly with CEOs and CROs to identify growth constraints and lead strategic initiatives that accelerate revenue.

- Retained by B2B CEOs to design enterprise AI strategies and operational roadmaps across the GTM engine, balancing technical deployment, workforce readiness, field adoption, and measurable business outcomes across complex enterprise environments at scale.
- Unified Sales, Marketing, Product, Partnerships, Customer Success, and Revenue Operations around shared growth priorities, measurable outcomes, and clear accountability from strategy through execution.
- Negotiated marketing budgets representing 3-7% of annual revenue with CEOs and boards, consistently driving 25-35% marketing-sourced pipeline contribution across multiple executive engagements.
- Built and owned KPI frameworks spanning pipeline creation, funnel conversion, win rate, account expansion, and field readiness, advising CEOs on investment priorities, resource allocation, discipline, and GTM alignment for executive decision-making.
- Led Strategic Growth Initiatives spanning market segmentation, account penetration, demand generation, sales plays, partner ecosystems, field enablement, renewals, and transformation.
- Transferred scalable GTM systems, playbooks, dashboards, and operating rhythms to permanent owners, enabling sustained execution, accountability, and growth across early-stage and public company clients.

SPLUNK, CA

GLOBAL HEAD AI SECURITY CLOUD INITIATIVES PARTNER STRATEGY

JAN 2021 - Jan 2023

Drove Partner Cloud Migration strategies and execution as a growth accelerator, moving enterprise customers to modern, cloud-native data architecture across AI security and observability use cases.

- Architected and executed a global Cloud, Observability, and predictive AI/ML GTM strategy that accelerated customer migration adoption by 40%.
- Drove advanced analytics and AI-driven data insights into partner programs, shifting enterprise customers to modern, intelligent cloud-native data architectures.
- Drove a 60% partner-sourced pipeline contribution across all routes-to-market by aligning partner competencies with security and observability use cases.
- Focused on speeding up cloud modernization programs, delivering distinctive value via strategic relationships across all routes-to-market.



DOMAIN EXPERTISE

- AI, ML & Intelligent Automation
- Cybersecurity
- Enterprise SaaS & Cloud
- Cloud Migration & Modernization
- Big Data & Observability
- Data & Analytics
- Digital Workspace & EUC
- GRC & Risk Management
- Managed Services
- OEM & GSI Alliances
- Partner / Channel Ecosystems
- GTM Transformation
- Revenue Operations
- Field Enablement & Readiness
- Product Marketing
- Demand Generation

APPROACH

Strategy without execution is theory. For 25 years, I have translated bold ideas into measurable outcomes by closing the gap between strategic intent and operational performance.

METRICSTREAM, CA

SENIOR VICE PRESIDENT, MARKETING

2020 - 2021

Led the global marketing team, crafting a GTM strategy that emphasized competitive differentiation and strengthened the organization's talent and process execution.

- Redesigned the marketing function's talent model and process infrastructure to improve execution velocity and revenue alignment.
- Built end-to-end demand generation processes that delivered 200% MQL-to-pipeline conversion growth and a 30% increase in marketing-sourced pipeline.

DATA INTENSITY, MA

CHIEF MARKETING OFFICER

2017 - 2019

Oversaw comprehensive marketing modernization spanning corporate branding, product marketing, and demand generation for a high-growth managed cloud services company.

- Developed customer-ready service offerings that sparked cloud adoption, automation, app modernization, and big data integration.
- Built the company's first integrated demand engine, achieving a 60% win rate on marketing-sourced pipeline and connecting marketing investment directly to measurable revenue outcomes.

PHALA DATA, CA

CEO & FOUNDER

2014 - 2017

Founded a disruptive Big Data and ML analytics SaaS company from initial concept through product development and commercial deployment.

- Architected the MiRi Analytic Platform, a predictive Big Data and Machine Learning solution enabling global enterprises to optimize GTM strategies via real-time data modeling.
- Led product innovation and technical strategy, securing six foundational U.S. patents for real-time, ML-powered business performance analytics.

HEWLETT PACKARD, CA

DIRECTOR, BIG DATA AND CLOUD SOLUTIONS

2010 - 2014

Conceived and executed an effective Big Data GTM strategy spanning all HP business units, including HP's flagship OEM partnership with SAP, embedding SAP HANA into HP infrastructure as the defining enterprise Big Data solution of its era, with co-sell execution across HP's global field organization and top-tier GSI partners, extending reach across Global 1000 enterprises.

- Successfully navigated HP's \$6B Big Data Solutions portfolio and Cloud Solutions initiatives, kick-starting the Cloud GTM strategy and effectively contributing to the company's market prominence.

COMMVault SYSTEMS, CA

DIRECTOR, DATA MANAGEMENT PRODUCT MARKETING

2007 - 2010

Built a high-performing Product Marketing team from scratch, developed and oversaw the worldwide GTM execution for CommVault's highest software revenue-generating Data Management solutions.

- Achieved 30+% YoY revenue growth for three consecutive years, and accelerated the company to reach the \$1B revenue milestone.

ZANTAZ, CA

DIRECTOR, BUSINESS DEVELOPMENT

2006 - 2007

Engineered business development strategies that cultivated considerable revenue, taking the lead in joint product integrations and co-development ventures with key technology alliance partners.

- Cultivated executive stakeholder relationships and co-funded GTM initiatives, securing robust business and product investments.

LEADERSHIP ATTRIBUTES

DECISIVE UNDER PRESSURE

Navigates ambiguity and market shifts by grounding decisions in data, pattern recognition, and 25+ years of hard-won experience.

FORCE MULTIPLIER

Creates environments where cross-functional teams do their best work – elevating collective output beyond what any single function could deliver alone.

OUTCOMES OVER ACTIVITY

Accountable to business results, not effort. Every initiative is tied to a measurable growth outcome.

BUILDER'S MINDSET

Designs systems, teams, and programs built to scale and repeatability, not quick fixes or one-time campaigns.

INVESTED IN OTHERS' GROWTH

Leads by developing people, because lasting impact is measured by what the team delivers long after the engagement ends.

NETAPP, CA

SENIOR MANAGER, ALLIANCES, PRODUCT & SOLUTIONS MTKG.

2000 – 2006

Established a new market category to accelerate NetApp's Data Protection products and solutions, driving over \$100 million in revenue within the 1st year of product introduction and reaching \$1B in revenue within 5 years.

- Spearheaded NetApp's Technology and OEM Partners ecosystems; effectively executed GTM strategy to exceed revenue expectations.
- Cultivated executive stakeholder relationships and led first-to-market GTM initiatives, securing robust business and product investments.

KEY ACHIEVEMENTS

- **AI & Revenue-Driven Demand Engines:** Successfully designed, deployed, and optimized revenue-measured demand engines and AI-driven GTM initiatives connecting marketing investments directly to sales pipelines across public and high-growth enterprise scale-ups.
- **IP Creation & SaaS Innovation:** Transformed a predictive Big Data and ML concept into a groundbreaking Go-to-Market Analytics SaaS Platform, resulting in the issuance of six U.S. patents.
- **Large-Scale AI & GTM Transformation:** Led the design and execution of an enablement strategy, AI security guardrails, and change management framework impacting 3,500+ field professionals across 17 distinct role types, presenting progress directly from the CEO to the Board of Directors.
- **Cloud Migration & AI Security at Scale:** Developed a high-performing Cloud, Observability, and secure AI GTM strategy, accelerating enterprise customer transitions to cloud-native architectures through strategic, compliant partner routes-to-market.

EDUCATION

STANFORD GRADUATE SCHOOL OF BUSINESS

Executive Education, Stanford LEAD Professional Certificate

SANTA CLARA UNIVERSITY

Silicon Valley Executive Center Women's Corporate Board Readiness

UNIVERSITY OF MARYLAND

Entrepreneurship Capstone with Distinction

ST. JUDE'S BUSINESS COLLEGE, INDIA

Bachelor of Arts, Business Administration & Management

COMMUNITY & ADVISORY

AVISO AI ADVISORY BOARD

Advisory Board Member
OCT 2024 – PRESENT
AI-powered revenue intelligence platform.

FEMALE FOUNDERS FASTER FORWARD

Founder
JUN 2017 – JUL 2025
Championed equal opportunity and drove impactful change through data-driven research and policy advocacy.

