

# ANDREW ISHAK, MBA

## SENIOR PRODUCT MARKETING MANAGER

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GTM Strategy | Sales Enablement | Customer Insights | Stakeholder Management | Measurement | Consulting

### SUMMARY

Enterprise Product Marketing leader with 15+ years driving go-to-market strategy, positioning, messaging, sales enablement, and multi-product portfolio launches across Snap, Fitbit at Google, Meta, and Accenture (embedded in-house at Google and eBay). Deep expertise in B2B platform ecosystems, marketplace enterprise GTM, advertising technology, retail and CPG partner motions, and international expansion. Turns complex platform products into measurable enterprise revenue through positioning refinement, competitive intelligence programs, sales enablement systems, and market-defining launches. Computer Science by training, with the technical fluency to market developer-facing and AI-native platforms.

### PRODUCT MARKETING LEADERSHIP

Enterprise GTM Strategy • Multi-Product Portfolio Positioning & Messaging • Product Launch Orchestration • Sales Enablement (Battlecards, Pitch Narratives, Enablement Training, Competitive Insights) • Multi-Channel Integrated Campaigns (Events, Webinars, Paid Media, PR, Partnerships, Content, Thought Leadership) • Marketplace & Retailer Platform GTM (eBay, Snap AR Shopping, Google Pay Merchant) • Enterprise Partner Ecosystem (Meta Business Partners, Cisco Global Enterprise) • International Expansion (NAM, LATAM, EMEA, EMEAR) • Team Leadership & Cross-Functional Influence • Competitive Intelligence • Pricing & Packaging • Marketing Analytics (SQL, Tableau, Power BI, GA4) • AI-Assisted GTM Systems (competitive intelligence, messaging pressure-testing, enablement automation)

### SELECTED IMPACT

- Drove portfolio launch strategy for Snap's AI-powered AR Ads enterprise platform (AR Enterprise Manager, Lens Web Builder, Sponsored AR); lifted advertiser **ROAS 25%**, conversion funnel performance **17%**, campaign effectiveness **20%**, SDK and tool adoption **17%**, and net new bookings **15%**.
- Co-owned the Meta Business Partners enterprise ecosystem across a **\$30B+** B2B portfolio spanning four regions, leading opportunity sizing, partner revenue-capability assessment, and competitive analysis; drove **15% YoY API revenue growth** and **44% partner engagement lift**, and contributed to **20% advertising ROI improvement** and **15% market share expansion**.
- Led marketplace enterprise GTM at eBay through an Accenture embedded in-house engagement, including trust initiative launch and a Feedback and Reviews feature relaunch that grew review engagement **3X in four weeks** through improved user flow and lifecycle messaging.
- Accelerated international reach **12%** across a 6-country Android market assessment while reducing time-to-market **15%** by adapting positioning, packaging, and launch plans to regional needs.

### PROFESSIONAL EXPERIENCE

**Snap Inc.** | Sr. Product Marketing Manager, Growth & GTM, AR Ads

*Sep 2023 – Present*

- Own end-to-end enterprise GTM strategy for Snap's AI-powered AR Ads platform including positioning, messaging, value propositions, sales enablement, and multi-channel launch execution across enterprise and SMB advertiser segments including retail and CPG brand partnerships.
- Lifted advertiser **ROAS 25%**, conversion funnel performance **17%**, and campaign effectiveness **20%** through structured experimentation, positioning refinement, and cross-functional GTM execution across the enterprise platform portfolio.
- Drove SDK and tool adoption **17%** and net new bookings **15%** through portfolio launches (AR Enterprise Manager, Lens Web Builder, Sponsored AR) and sales enablement content that helps commercial teams win new business.
- Lead cross-functional partnership across Product, Business Development, Sales, Customer Success, Creative, Analytics, and executive leadership to align on positioning, launch strategy, and enterprise adoption; increased customer engagement and brand visibility **20%**.
- Develop multi-channel integrated marketing programs across paid media, content, partnerships, and executive briefings; automated GTM reporting workflows using SQL, Tableau, and Power BI, reducing manual analysis **30%** and improving launch operating efficiency **35%**.
- Build executive dashboards and C-suite-ready strategic recommendations, translating complex performance data into leadership decisions across positioning, monetization, and portfolio priorities.

**Google** | Product Marketing Manager

*Nov 2022 – Aug 2023*

- Led cross-functional GTM planning across Product, Engineering, Business Operations, and Marketing to support product portfolio feature enhancements, subscription DTC positioning (Fitbit Premium), and launch readiness.

- Launched growth-oriented SaaS campaigns that improved acquisition **14%** and engagement **33%** across the Fitbit consumer platform.
- Conducted A/B testing, customer research, and market analysis to uncover product opportunities and messaging insights; improved marketing ROI **15%** through SQL and Power BI-driven optimization.
- Defined product requirements, launch roadmaps, lifecycle journeys, and executive operating rhythms that improved GTM velocity and cross-functional decision-making across strategic initiatives.

#### Meta | Product Marketing Manager, Ads

*Aug 2021 – Oct 2022*

- Co-owned multi-product enterprise GTM, positioning, packaging, launch content, lifecycle programs, and measurement for a **\$30B+** B2B API and monetization portfolio spanning four regions and targeting technical decision-makers and business stakeholders.
- Led opportunity sizing, partner revenue-capability assessment, and competitive analysis across the portfolio; defined API positioning and launch materials that drove **15% YoY API revenue growth** and contributed to **15% market share expansion**.
- Scaled the Meta Business Partners enterprise partner ecosystem across business messaging, signals, Partner Center, Partner Directory, and advertising solutions; lifted **partner engagement 44%** and contributed to a **20% advertising ROI improvement** through sales enablement, partner messaging, and campaign optimization.
- Owned sales enablement content architecture including messaging frameworks, sales collateral, battlecards, and enablement training for a global partner sales organization.
- Ran structured A/B testing on subscription pricing and onboarding flows, lifting early subscription adoption **9%** and early retention **6%**; the winning variant became the default entry-price and onboarding path.

## EARLIER EXPERIENCE

#### Accenture at Google & eBay | Product Marketing Strategist, Inbound & GTM

*May 2019 – Aug 2021*

- Led marketplace enterprise GTM at eBay including trust initiative launch, Feedback and Reviews feature relaunch (**reviews grew 3X in four weeks**), and buyer-seller experience improvements across the two-sided marketplace platform.
- Launched Google Pay credit card integrations with HSBC and Citibank, coordinating enterprise merchant partnerships across regulated financial services; improved Google Pay **retention 9%**, **acquisition 4%**, and **satisfaction 5%**.
- Developed a 6-country Android privacy and safety market assessment producing localized enterprise GTM recommendations that increased international reach **12%** and reduced time-to-market **15%**.
- Refined Google Duo positioning, messaging, and value proposition through research and experimentation, driving an **8% adoption lift** within three months.
- Created sales assets, campaign collateral, pricing guidance, and program content in Highspot; end-to-end GTM programs contributed to **4% YoY revenue lift**, **7% brand awareness increase**, and **7% customer satisfaction improvement**.

#### Cisco | Marketing Program Manager, USA, Canada & EMEAR

*Jan 2017 – Apr 2019*

- Led global enterprise B2B subscription-services campaigns across NAM, LATAM, and EMEAR using segmentation and A/B testing; lifted customer engagement **20%**.
- Translated market and customer insights into sales enablement, pricing recommendations, and cross-functional growth strategies for distribution, Sales, and Marketing teams.

#### Early Career

- Samsung Electronics (Product Marketing Manager) • Orange Telecom (Product Marketing Analyst) • Ipsos (Marketing Research): product launches, channel marketing, pricing strategy, and brand, loyalty, and shopper research across EMEA and international markets.

## EDUCATION & CREDENTIALS

#### Master of Business Administration (MBA), Strategic Management

*Maastricht University, Netherlands (Graduated)*

#### Bachelor of Science (BS), Computer Science

*Ain Shams University, Egypt (Graduated)*

**Selected Certifications:** UC Berkeley (Marketing Measurement Strategy) • Product Marketing Alliance (GTM Strategy, Competitive Intelligence, Positioning & Messaging, Segmentation) • Reforge (Product Marketing, Growth Series) • Northwestern University (Leading Through Marketing) • Chartered Institute of Marketing (Marketing & Digital Strategy) • HubSpot (Sales Enablement)