

Kevin Dargatz

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Experience

Gusto (Series E), Product Marketing Lead

San Francisco, CA – Present

- **Led zero-to-one launch of Gusto Solo**, the company's flagship product of the year. Owned messaging and positioning, managing campaigns across PR, paid, social, email, web, webinars, and in-app channels for a new expansion segment.
- **Drove 32% lead growth**, contributing to 18% revenue growth for the solopreneur target segment. Created interactive executive GTM dashboards using AI tooling.
- **Partnered with Product to build an 18-month roadmap**, translating pricing analysis, economist-led research, interviews, and surveys into product and GTM priorities.
- **Produced and led narrative development** for a six-figure customer testimonial short film, partnering with creative and agency teams on supporting written and visual assets.
- **Built agentic AI systems** in Claude Code and Gumloop adopted across 3 teams, including a Proof Points agent for marketing claims validation and an SEO/GEO agent for end-to-end content audit, drafting, and brand + legal review workflows.
- **Drove a 6% increase in stage advancement** by enabling indirect sales with accountant talk tracks, demos, one-pagers, and client-facing materials.

Puzzle (Series A), Head of Product Marketing

San Francisco, CA – 2023

- **Built the product marketing function**, defining messaging, positioning, ICPs, and segmentation across direct SMB and accountant-led B2B2B motions.
- **Translated complex accounting automation into clear market narratives**, mapping technical platform capabilities to buyer pain points, competitive alternatives, and features.
- **Identified high-intent customer behaviors correlated with 17% higher paid conversion**, then tailored web and lifecycle messaging to drive an 8% increase in monthly revenue.
- **Built a novel accountant-led GTM motion** by founding Puzzle-exclusive firms, creating demand-side proof points that validated the platform and became customer evidence.

Fountain (Series C), Principal Product Marketing Manager

San Francisco, CA – 2020

- **Player-coach for a 2-person PMM team**, defining target-buyer segmentation across HR, finance, and operations to sharpen messaging, positioning, and GTM strategy.
- **Led GTM for 23 features and 2 new products**, aligning launch strategy, beta programs, customer education, sales enablement, and adoption goals.
- **Repositioned pricing and packaging** from seat-based to per-hire plans, aligning price to customer value and increasing win rate 22% in target deals over \$30k.

Zendesk (NYSE: ZEN), Product Marketing Manager

San Francisco, CA – 2018

- **Built a win/loss and buyer-insights program**, synthesizing customer feedback across 5 solution-selection criteria to sharpen positioning, packaging, and competitive strategy.
- **Led competitive enablement for 320 account executives**, training teams on ROI and TCO calculators and increasing targeted win rate by 11%.
- **Developed “The Zendesk Way,” a 6-point messaging framework** that distilled segment- and competitor-specific value propositions, adopted globally by Sales and CS.

IBM (NYSE: IBM), Sr. Management Consultant

Austin, TX | KL, Malaysia – 2012

- **Implemented custom SaaS solutions for global enterprises**, translating complex business requirements into workflows, user interfaces, and system integrations.
- **Led international teams of 3 consultants** to deliver client projects on time across technical, operational, and stakeholder workstreams.

Education

IESE Business School – MBA, Financial Times MBA Rank: #5
International Business Exchange Module

Barcelona, Spain – 2017
São Paulo, Brazil

University of Michigan – BS, Industrial Engineering
Shanghai Jiao Tong University Exchange Program

Ann Arbor, MI – 2012
Shanghai, China

Additional Information

LANGUAGES

English	Native
Spanish	Professional Proficiency - DELE B2 Certification

AWARDS & RECOGNITION

Gusto	Marquee launch of the year and executive spotlight
Puzzle	Off-site Strategy Presenter (3 out of 52 in entire company)
Fountain	Most Valued Colleague, 3 consecutive weeks (#1 of 245)
Zendesk	Best Trainer - Sales Enablement Award (#1 of 28)
IBM	Delivery Quality Award (#1 of 50) IBM Global Service Excellence Award (#1 of 72)

RECREATION

Running	The Authentic Athens Marathon in Greece
Summiting	Mont Blanc, Mount Kenya, San Gorgonio Mountain
Scuba Diving	Advanced Open Water Certified
Skiing	All the time