TONY CASTIGLIONI

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SUMMARY AND PROFILE

Strategic Product Management Executive

- Strategic, results-driven, and compassionate Product leader with keen business, technical, and process capabilities and a track record of defining and delivering innovative SaaS products and customer value from concept to market.
- Proven experience successfully leading product monetization, packaging, and positioning strategies aligned with customer and market demand to generate new revenue streams.
- A recognized industry leader in Marketing Technology, authoring articles and delivering keynote presentations.
- Develop and manage best-in-class Product Management teams and processes, closely collaborating with Engineering to deliver world class products in both startup and enterprise environments.

BUSINESS RESULT HIGHLIGHTS

✓ **Average YoY growth of ~30% on new and expansion business over past 3 years**

✓ **Average customer retention rate of 83%**

✓ **Mobile annual growth over 3-year period of 72%**

✓ **Launched new Intelligence product driving $15M new business in 1st year**

✓ **Launched initial CDP and App Platform and grew new revenue from $0 to multi-million in 2 years**

PROFESSIONAL EXPERIENCE

Epsilon
Vice President Product Management & General Manager, Epsilon Marketing Hub
2023–present
Own the vision, strategy, positioning, and go-to-market approach for Epsilon's leading multichannel Messaging, Events, and Orchestration platforms for both our current and next generation offerings (recently renamed Marketing Hub), as well as the unified platform strategy to integrate our suite of Marketing products.

✓ Own the strategy, design, and rollout of Epsilon's transformative next generation messaging platform.

✓ Drive the strategy, definition, and direction of a cross-platform unification project for our Martech and Adtech products, supporting the entire customer lifecycle from acquisition to retention.

✓ Lead organizational performance improvements by implementing product, design, and development processes and best practices across the Product and Engineering teams to break down silos and transform into a product led organization.

✓ P+L ownership and accountability for platform business planning and results in a matrixed organization, and verticalized Sales team.

Red Castle Advisors
Founder and Managing Partner
2023-present (inactive)
Red Castle Advisors is a specialized consulting firm focused on helping clients achieve better results by implementing outcome-oriented marketing strategies that work with their marketing automation platform, or by implementing processes and structure that optimize the performance of their Product Management organization.

✓ Collaborated with client product team, and led aspects of the design and definition of the vertical strategy for an enterprise CDP solution for a top 20 global technology company.

Oracle
Vice President, Product Management
2013-November 2022
Drove the vision, product strategy, and implementation of Oracle's world-class Marketing Automation platform (Responsys), first Customer Data product (CX Audience), and Extensibility platform (CX Apps).

- ✓ **Launched Oracle's next-gen multichannel Marketing Automation and Messaging platform**, unifying Responsys (B2C) and Eloqua (B2B) capabilities.
- ✓ **Managed Oracle's mobile business (SMS/MMS, Push, WhatsApp)** exceeding profit margin and revenue targets by rebuilding the business and re-setting product and monetization strategies.
- ✓ **Transformed positioning and GTM strategy** for Oracle's first in-market Customer Data Platform (CDP), driving growth and strategic differentiation.
- ✓ **Incubated and launched new revenue-generating products** (Next Gen marketing platform, AI/Intelligence, CX Apps) aligned with business strategies.
- ✓ **Spearheaded integration** between various Marketing Cloud platforms, creating a seamless end-to-end experience for cross-platform use cases.
- ✓ **Led GTM and field enablement processes,** empowering regional sales teams and ensuring successful product and feature rollouts.
- ✓ **Developed processes and operations for** the Product Management organization, fostering a 'Product-first' environment with high cross-organization visibility, including leading our Product Council and Customer Advisory Boards
- ✓ **Developed and maintained relationships with Forrester, Gartner, and IDC Analysts** covering the Marketing technology space.
- ✓ **Identified and assessed acquisition candidates,** business alliances, and partners to fill strategic product gaps and drive customer/revenue growth.
- ✓ **Face of the Product** as a featured presenter at Oracle's Open World and Modern Marketing Experience customer conferences and author of multiple blog and industry articles
- ✓ **Achieved significant growth** in product and business responsibility over tenure
    - o Leader of Responsys Campaign and Orchestration (2013)
    - o Leader of entire Responsys platform (2017)
    - o Added Customer Data/CX Audience platform (2018) to my portfolio
    - o Added Extensibility platform (2019) to my portfolio
    - o Added ownership of next generation B2C/B2B Marketing Automation platform (2020)

Cox Digital Solutions
Vice President, Product Management
2011-2013
Led the Product and Support teams, and responsible for product strategy, roadmap, rollout, and adoption of our interactive ad serving platform.

- ✓ Drove product strategy and defined target customer segments, aligning product direction with company Vision.
- ✓ Led all aspects – including product launch - of an entirely new Order Management application that integrated with Cox's existing ad server solution, creating a true end-to-end solution (SSP+DSP), supporting the digital ad serving needs of publishers and agencies.
- ✓ Owned product roadmap, implementing formal product management processes to quantify and assess value of specified features to ensure roadmap is aligned with strategic priorities.

Fliqz
Vice President, Product Management
2009-2011
Led the product strategy, roadmap, requirements, and launch activities for Fliqz Online Video SaaS Platform. *Acquired by Vbrick.*

Nimblefish
Director, Product Management
2006-2009
Oversaw entire Nimblefish B2B SaaS Marketing Automation platform -orchestrating significant functional and performance improvements - and led the Product Management organization while also personally managing our Analytics and Email products. *Acquired by RR Donnelley.*

Blue Tiger Networks
Senior Director, Product Management
Owned all Product Management responsibilities for Blue Tiger's flagship B2B, industry-specific, P2P, e-marketplace application. Acquired by OpenWebs.

Cadence Design Systems
Strategic Project Lead
Key member of team launching new consulting practice focused on designing, developing, and launching streamlined processes and organizational infrastructures for hi-tech electronics companies.

Accenture
Senior Consultant
Analyzed clients' businesses, developed specific technical solutions, and rolled out the end-solution enabling them to become, or continue to be, leaders in their field.

EDUCATION AND AWARDS

EDUCATION
    California Polytechnic State University, San Luis Obispo, CA
    B.S. in Business Administration/Finance with an emphasis in MIS

AWARDS
- ✓ **LEADER** – Gartner Multichannel Marketing Hubs MQ (7x)
- ✓ **LEADER** – Forrester Email Marketing Service Providers Wave (4x)
- ✓ **LEADER** – IDC Marketscape Worldwide Marketing Cloud Platforms Analyst Report
- ✓ 2-time NCAA National Champion, 5-time NCAA All-American, Pole Vault