

MARIKO AUSTIN

Strategic Marketing Leader

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Santa Clarita, CA

EXPERIENCE

Senior Marketing Manager

Boston Scientific

04/2020 - 05/2024 Valencia, CA

- Directed and influenced product development, commercialization, and go-to-market strategies by serving as the voice of the customer to product teams and building business cases to ensure financial viability and customer value for each project
- Drove upstream and downstream marketing activities for a portfolio of 240 products that included capital equipment, peripherals, and single-use disposable products, delivering 10% average portfolio growth and 6% growth during COVID-19 (the only portfolio to grow in 2020)
- Developed and drove go-to-market, product marketing, and brand positioning strategies to successfully launch 3 critical revenue driver products that generated 38% (\$9.6M) of annual revenue for the portfolio
- Led marketing for a high-priority product initiative, defining user needs, market segmentation, and consumer journey insights to enhance GUI design and validation
- Acquired deep technical/product knowledge of the portfolio, becoming the go-to person for portfolio-related inquiries and training 6 large groups of 15–30 individuals on the product portfolio
- Repositioned a renowned, market-leading acquired brand within the product portfolio as a Boston Scientific brand without losing the reputation of the original brand

Marketing Manager

Data Sciences International (DSI)

06/2013 - 01/2020 St. Paul, MN

- Delivered 5% revenue growth—outpacing company average by 3 points—through leadership of marketing strategy, product launches, and global partnerships for a \$15M software portfolio.
- Planned and executed marketing communication strategies for Scientific Services (including go-to-market planning for new product launches and new market development initiatives) while maintaining alignment with DSI's overall strategic business plan.
- Defined and established product marketing plans supported by data-driven market segmentation, consumer insights and personas, calendar planning, content strategies, and advertising tactics to communicate brand messaging.
- Redesigned product/brand messaging and communication strategies for 5 services and the core software platform by integrating the StoryBrand Framework while educating other marketing managers on the StoryBrand Framework.
- Leveraged insights from market trend analysis and client feedback to develop customer specifications for new products and refine marketing strategies and value messaging, leading to increasing engagement and revenue growth across target segments.
- Led four projects assessing new market and business opportunities from M&As, channel partnerships, and global distribution deals, delivering strategic recommendations to executive leadership.
- Directed a six-member team to conduct market analysis, identify growth opportunities, and shape portfolio diversification strategies integrated into DSI's five-year strategic plan.
- Strategized and executed targeted, market-specific product marketing and business development activities for the Japanese market, accounting for 5% of Data Sciences International's total global revenue.

SKILLS

Marketing Strategy

Strategic Planning

Product Marketing

Product Management

GTM Strategy

Brand Strategy

Integrated Campaigns

Digital Marketing

Marketing Communications

Market Research

Project Management

Strategic Partnerships

Competitive Analysis

Team Management

SUMMARY

- Strategic marketing manager with 10+ years of experience in executing innovative, analytics-driven product development, go-to-market and launch strategies, programs, and partnerships to drive growth for leading global enterprise brands
- Excels in driving vision, strategy, and execution for marketing plans, product messaging, go-to-market initiatives, product launches, and multichannel marketing campaigns in diverse industries
- Proven track record of crafting innovative, customer-focused product commercialization and marketing strategies to rebrand, launch, and scale brand identities and new product lines across global markets and consumer channels
- Extensive experience in driving strategic projects to transform marketing strategy and tactics, streamline the end-to-end customer life cycle, develop high-performing marketing teams, and generate actionable marketing analytics and insights
- Combines strong analytical, problem-solving, and relationship-building skills to train and manage large cross-functional teams while building robust partnerships with brand and distribution partners to execute marketing strategies

KEY ACHIEVEMENTS



Portfolio Growth & Revenue Impact

Delivered consistent portfolio expansion across diverse markets—driving **10% average annual growth** for a 240-product medical device portfolio and **5% revenue growth** for a \$15M software business, outperforming company averages by 3–5 percentage points



Go-To-Market (GTM) & Product Launch Excellence

Developed and executed GTM strategies for **13+ global product launches**, including **3 flagship products generating \$9.6M (38%)** of portfolio revenue; built frameworks that improved launch speed, adoption, and ROI

EXPERIENCE

Marketing Consultant

Carlson Brand Enterprise

03/2011 - 05/2012 Minneapolis, MN

- Advised senior leaders of global organizations on marketing and branding transformations that strengthened international resonance, competitive positioning, and ROI
- Owned and managed the end-to-end project life cycle for multiple simultaneous product marketing and branding projects, including budgets, scopes and schedules, timelines, metrics, and stakeholder communications and reporting
- Worked cross-functionally with digital, creative, and marketing leaders to craft product marketing strategies, promotional campaigns, and launch activation plans for clients' product lines covering all channels (including digital, social, email, print, and events)
- Managed all aspects of clients' brand strategy (including visual identity, retail and consumer channel campaigns, media plans, and positioning) to maintain optimal brand image at all times while improving differentiation and minimizing channel conflict
- Conducted detailed market analysis to identify the root causes of variations in global customer experience and brand awareness and drive strategy that capitalized on opportunities for growing revenue and market share as well as engagement and retention

Art Director

Self-Employed - Freelance

05/2007 - 08/2009 Los Angeles, CA

- Created concrete set designs from ambiguous descriptions for 5 short films and 1 television pilot and developed innovative solutions that maximized the use of available resources to overcome physical and budget limitations
- Directed teams of 2-10 staff and coordinated cross-functional teams to successfully execute diverse creative/media production projects, resulting in timely completion of film sets under aggressive timeliness and seamless transitions between filming locations

EDUCATION

Master of Business Administration (MBA) in Marketing

University of Minnesota

08/2010 - 05/2012 Minneapolis, MN

Bachelor of Arts

University of Southern California

09/2003 - 06/2007 Los Angeles, CA

KEY ACHIEVEMENTS



Brand Transformation & Market Positioning
Rebranded and repositioned multiple high-value products and acquired brands, strengthening competitive advantage and market share while preserving customer trust and legacy brand equity



Cross-Functional & Global Leadership
Directed and influenced **cross-functional teams of 15-30 members** and managed **6 direct reports** to deliver strategic projects; built partnerships across global distribution channels that contributed to **5% of total international revenue**



Customer-Centric Product Development
Served as the **voice of the customer** for upstream product teams, defining user needs, market segmentation, and customer journeys that informed **\$50M+ in new product development initiatives** and improved usability and adoption rates



Insight-Driven Strategy & Market Analytics
Applied data-driven insights, market segmentation, and performance analytics to shape **5-year strategic plans**, evaluate **M&A opportunities**, and deliver actionable recommendations to executive leadership

LANGUAGES

English Native ●●●●●
Japanese Advanced ●●●●●

INTERESTS



Marketing Strategy



Voice of the Customer



Ideation



AI



Enriching Everyday Lives