William Quillin

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Product Marketing Manager with 7+ years of experience bringing complex products to market across high-growth SaaS, enterprise software, cloud, and AI. Builder-oriented PMM skilled in positioning and messaging, GTM strategy, customer and competitive insights, sales enablement, and cross-functional launch execution across startup and enterprise environments.

Professional Experience

Amazon Web Services

Product Marketing Manager May 2024 - September 2026

- Brought Amazon WorkSpaces for AI agents to market, translating a complex AI capability into enterprise positioning, sales enablement, executive thought leadership, analyst and press narratives, partner activation, and early customer advocacy.
- Served as the primary PMM across AWS messaging and secure collaboration products, owning positioning, launches, sales enablement, customer and competitive insights, and building repeatable PMM processes that improved consistency and readiness across product teams.
- Shaped event strategy across two AWS re:Invent cycles, AWS Summits, and third-party events, aligning product priorities with session strategy, customer speakers, partner activation, booth messaging, and executive/customer meetings.

Stealth Startup

Product Marketing Consultant January 2024 - April 2024

- Conducted competitive analysis and market research to shape positioning and go-to-market strategy for an AI observability startup preparing to exit stealth and raise its seed round.

Glia

Product Marketing Manager August 2022 - August 2023

- Drove go-to-market strategy for enterprise customer service and conversational AI launches, developing positioning and messaging, adoption programs, sales enablement, and product training for financial services customers.
- Partnered with product and sales on customer and market insights, pricing and packaging, commercialization strategy, and field readiness for complex enterprise opportunities.
- Built repeatable launch and customer education programs that connected new product capabilities to clear use cases, customer value, and adoption.

ManyChat

Product Marketing Manager January 2021 - July 2022

- Progressed into product marketing as ManyChat scaled, bringing direct customer and partner insight into GTM strategy for Messenger, Instagram, SMS, and WhatsApp products.
- Brought new messaging capabilities to market through positioning and messaging, customer education, adoption campaigns, sales enablement, and competitive intelligence.
- Built market positioning and competitive programs that clarified differentiation and equipped customer-facing teams with stronger narratives in the rapidly evolving conversational marketing category.

Customer/Partner Marketing Specialist October 2017 - December 2020

- Built and scaled customer and partner marketing programs, including launching ManyChat's third-party App Store and expanding its agency partner ecosystem.
- Developed partner enablement, customer advocacy, and community programs informed by firsthand customer experience, helping turn agencies, developers, and customers into scalable growth channels.

Skills & Education

Skills: GTM Strategy | Messaging & Positioning | Product Launches | Sales Enablement | Customer & Market Insights | Competitive Intelligence | Customer Marketing & Advocacy | Pricing & Packaging | Cross-Functional Leadership

Education: Gonzaga University, Bachelor of Business Administration (BBA)