Clayron (Cj) Pace Jr.

PRODUCT MARKETING & GTM LEADER

clayron.pace@zoho.com | linkedin.com/in/clayronpacejr | Los Angeles, CA

Product marketing and GTM leader who connects complex products with the people who need them: sets the go-to-market strategy, then gets it delivered across every team, from enterprise SaaS and analytics to mobile games. Directed GTM for Contentful's personalization line through its acquisition by Salesforce, led 10-team launches at Tableau, directed global platform partnerships at Activision, and managed consulting teams of up to 14. USC Marshall MBA.

EXPERIENCE

Contentful

Acquired by Salesforce, 2026

Product Marketing Manager, GTM *Sep 2025 – Present*

- Spearheaded Personalization Everywhere, a CMO-sponsored growth program across **8 cross-functional teams**: set the full-funnel GTM strategy around three priorities (arm sellers, accelerate stalled deals, shorten time-to-value) and held teams to owner-and-date commitments through the Salesforce acquisition.
- Aligned Product, Sales and Marketing to shared growth targets for the personalization line, with early gains in personalization attach rate, product adoption and webinar conversion.
- Directed a large-scale win/loss study that showed partner-referred deals win at a markedly higher rate, and turned the findings into new segmentation, entry pricing and a partner-led growth motion.
- Led a CMO-commissioned review of the EMEA market, synthesizing **11 interviews across 7 countries**; reframed the opportunity around technical-buyer confidence and test-first adoption, driving messaging changes.
- Built a scalable field GTM motion across NA and EMEA for account teams and partners: buyer segmentation, discovery guidance, battlecards, a field ebook, and an **AI sales-enablement agent** that gives sellers real-time support on discovery, objection handling and buyer personas.
- Established and led a competitive displacement program targeting Sitecore and Adobe customers, building significant new pipeline and ACV within its first seven months.
- Shaped Salesforce integration readiness: developed the digital experience platform narrative used to brief the acquirer and aligned stakeholders on seller and partner enablement.

Tableau from Salesforce

Los Angeles, CA

Senior Lead, Product Marketing *2022 – 2025*

- Led the GTM transition to Tableau Next, aligning **10+ teams** on positioning, executive storytelling, launch governance and sales readiness in a **two-month** window.

CORE SKILLS

STRATEGY

GTM & Portfolio Strategy | Positioning & Messaging | Pricing & Packaging | Win/Loss & ICP Research | Competitive Strategy

EXECUTION

Launch Governance | Operating Cadence | Sales & Partner Enablement | Executive Narrative | Event & Keynote Strategy

LEADERSHIP

Cross-functional Programs | Team Management | Partner & Agency Direction | Coaching

AI & DATA

AI Sales-Enablement Agents | **Agentic Analytics** | **First-Party Data & Measurement** | **AI-Enabled Operations**

EDUCATION

USC Marshall School of Business
Master of Business Administration
2019

Consortium Fellow · President, Black Graduate Business Leaders

Tableau from Salesforce (continued) *Los Angeles, CA*

- Relaunched Embedded Analytics for developer and technical buyers, driving **31% YoY ACV growth**; led GTM for Tableau Desktop Public Edition, a free entry point for data practitioners, students, analysts, nonprofits and anyone kickstarting their data visualization journey.
- Directed executive product narratives for Tableau Conference, Dreamforce and Gartner IT Symposium keynotes and demos.
- Ran a biweekly customer-validation cadence with analysts and CRM users that fed roadmap, positioning and seller guidance.
- Aligned Product, Sales and Marketing on one analytics-platform story across demos, FAQs, technical enablement and launch materials.

Activision Blizzard King *Santa Monica, CA*

Global Mobile Commerce Manager, Call of Duty: Mobile *2019 – 2022*

- Directed **$30M+** in global co-marketing with platform partners and agencies, including the Google Play gift card campaigns (2020, 2021), the 7-Eleven retail takeover and Tuenti.
- Built a repeatable joint GTM model with Apple and Google: campaign tiers, quarterly partner reviews and impact modeling.
- Rebuilt a strained Google relationship across marketing, legal and live ops, securing a second annual gift card campaign.
- Led Apple and Google platform coordination for the global launch, securing prominent store visibility as the title reached **100M+ installs in its first week**.
- Made regional offers (Holi, Diwali, Lunar New Year) recurring international campaign priorities by building their business cases.

EARLIER EXPERIENCE

Symantec | Senior Partner Program Specialist | 2013–2017. Redesigned the Secure One Partner Program's routes to market, requirements and incentives: **$8M** saved, **$10M** in new sales across 16 emerging markets, and a 5% market share gain.

Bainbridge Consulting | Senior Analyst, Project Lead | 2012–2013. Promoted to Project Lead in under two years; managed a 12-to-14-person team across six engagements, including a 12-country competitive analysis for ETS and a 27-plant competitor capacity study; built training that cut analyst turnover 50%+.

Marsh & McLennan | Risk Analyst | 2010–2012. Renewal, collateral and loss analyses with typical client savings of 18% YoY.

HONORS & LEADERSHIP

- First place, Blizzard Overwatch case competition
- VP Marketing, USC Challenge for Charity
- VP Operations, Marshall Interactive Gaming Association

OPERATING MODEL

Find the real problem, set the bet, align the owners, equip the field, measure and adjust. The same system behind 8- and 10-team programs at Contentful and Tableau.