Clayron (Cj) Pace Jr.

PRODUCT MARKETING & GTM LEADER

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SUMMARY

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

Product Marketing Manager, GTM, Contentful

Sep 2025 – Present · Acquired by Salesforce, 2026

- 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.

Senior Lead, Product Marketing, Tableau from Salesforce

2022 – 2025 · Los Angeles, CA

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

Global Mobile Commerce Manager, Call of Duty: Mobile, Activision Blizzard King

2019 – 2022 · Santa Monica, CA

- 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.

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

HONORS & LEADERSHIP

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