

Damian Pickett

SENIOR PRODUCT MARKETING MANAGER

Manchester, UK | damianpickett.com | LinkedIn

Senior B2B SaaS product marketer who takes propositions from research to revenue. Led products through ICP definition, positioning and launch across public sector, healthcare and customer experience; generated £250k in pipeline and previously built a marketing function from first hire to a three-person team.

EXPERIENCE

SmartSurvey

UK-hosted survey, feedback and experience-management SaaS for regulated organisations

Senior Product Marketing Manager

Nov 2025 - Present

Product Marketing Manager

Sep 2024 - Nov 2025

- Set the product marketing agenda across public sector, healthcare and customer experience, partnering directly with founders and leaders across product and sales on positioning, launches and commercial programmes.
- Took SmartCE, a citizen-engagement proposition, from market research to launch: defined ICPs and personas, built the positioning and messaging, then ran GTM campaigns and direct outreach that generated £250k in pipeline.
- Led the Patient Experience and NHS Friends and Family Test launches; now run the migration programme targeting £1.2m in revenue uplift and lead product events averaging 500 attendees.
- Launched AutoCategorise, an AI thematic-analysis feature, translating complex capability into a product walkthrough, interactive demo and ROI calculator.

Invevo

B2B receivables and credit-management SaaS

Head of Marketing

Jul 2022 - Aug 2024

- Progressed from first marketer to leading the function within four months; hired a marketer and designer and built a three-person team around the growing business.
- Established the company's marketing foundations across brand, product marketing and GTM, then took the proposition into market through WCCE Dublin, SSOW London and a CICM content partnership.

Marketing Specialist, KLTaylor Marketing

Mar 2021 - May 2022

- Designed client marketing systems, led SEO across three accounts, and managed the FSHP association account through its 55th Annual Meeting in Orlando.

Content Producer, Studio68

Jun 2019 - Jan 2020

- Created brand and content strategy for Stretford Paddock as its YouTube channel reached 400,500 subscribers within a year of launch.

Earlier media and customer experience: journalist placement at Manchester United (2019); club videographer, FC United of Manchester (2018-19); Walt Disney Company cast member alongside university (2015-19).

EDUCATION

Broadcast Journalism, University of Salford (MediaCityUK)

2017 - 2020

CORE CAPABILITIES

Positioning and messaging · Go-to-market strategy · Product launches · Customer research · ICPs and personas · Sales enablement · Competitive intelligence · Content and brand