

COURTNEY HARRISON

GO TO MARKET STRATEGY AND PRODUCT MARKETING LEADER

Portfolio Strategy | Integrated Campaigns | Sales Enablement | Growth Systems

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Go to market and product marketing leader with 10+ years of experience helping startup, growth stage, nonprofit, and enterprise organizations translate market opportunities into focused growth strategies. Connects positioning, portfolio storytelling, campaign planning, sales enablement, and execution systems to create alignment across marketing and sales. Known for bringing clarity to complex initiatives and giving teams the structure and resources needed to execute effectively.

CORE COMPETENCIES

- Product Strategy and Positioning
- Go to Market and Commercialization Strategy
- Product Market Fit and Customer Insights
- Executive and Cross Functional Alignment
- Sales Enablement and Communication
- Launch Planning and Execution
- Market and Competitive Analysis
- Data Informed Decision Making
- Demand Generation and Revenue Growth
- Strategic Messaging and Portfolio Strategy
- Segmentation and ICP Development
- Integrated and Lifecycle Marketing

PROFESSIONAL EXPERIENCE

Director of Go to Market Strategy | SUPERSTORM EVENTS | Aug 2025–Present

- Built the integrated go to market campaign framework for a multi-city Small Business Summit series, aligning audience strategy, messaging, channels, conversion paths, and launch milestones.
- Developed B2B buyer personas, messaging pillars, and audience specific positioning for prospective, new, and established small business owners.
- Shaped website architecture and conversion focused copy for attendees, sponsor, and exhibitor journeys.
- Translated campaign strategy into social content and branding examples to guide consistent execution across marketing channels.
- Created a scalable Click Up structure for campaign planning, ownership, deliverables, approvals, and cross-functional coordination.

Director of Go to Market Strategy | DESTINATIONS & DETOURS | July 2026–Present

- Defines brand positioning, product architecture, and messaging for an emerging experiential travel company focused on B2C.
- Structured signature travel experiences under a cohesive brand and developed supporting campaign, website, and social content strategies.

Product Marketing and GTM Strategy Manager | AVID CENTER | May 2024–Sep 2026

- Owned end-to-end GTM strategy and campaign execution across a portfolio of programs leading cross-functional teams through positioning, launch, and engagement.
- Developed portfolio positioning and messaging architecture adopted across Marketing, Sales, and executive communications, driving customer engagement through compelling value propositions and calls to action that generated 2,043 QR code scans, nearly **4x the next highest-performing campaign**.

- Led competitive and market analysis to differentiate on customer outcomes, driving a **3x increase** in target audience adoption.
- Optimized a six-month customer lifecycle and re-engagement program, increasing average email open rates from approximately **33% to 50%+** and achieving peak engagement above **70%** during key conversion periods.
- Built and launched a multi-stage lifecycle marketing program in HubSpot from the ground up - including segmentation logic, automated nurture journeys, and conversion tracking - generating **1,300+ prospective leads** and increasing conversion rates from **approximately 8% to 40%**.

Marketing Strategy and Business Development Director | CATAPULT LEARNING | Jun 2023–Apr 2024

- Developed integrated campaigns aligned to AI market trends, increasing lead generation **52%** through targeted outreach using Outreach, GovSpend, and Dynamics 365.
- Identified high opportunity verticals by synthesizing market data, funding timelines, regional penetration rates, and public-sector procurement dynamics.

Strategic Growth Manager | AMPLIFY EDUCATION | Sep 2022–Jun 2023

- Grew market share by **25%** by identifying regional market trends and expanding brand awareness in new verticals.
- Oversaw enterprise implementations and multi-product pilots while translating educator, administrator, and district buyer needs into product and feature recommendations.

Market Strategy Consultant | HARRISON CONSULTANTS | Oct 2020–Jun 2022

- Advised startups and nonprofits in product-market fit validation, messaging, GTM strategy and campaign KPIs.
- Guided UK-based SaaS nonprofit, Endless OS Foundation. in entering **20** U.S. markets through segmentation and partner strategy.

Director of Go to Market Strategy | HOUGHTON MIFFLIN HARCOURT | Dec 2014–Oct 2020

- Generated **\$83M** in revenue through integrated field marketing and high-impact adoption campaigns.
- Led regional expansion and product adoption through data-informed go-to-market strategies and cross-functional enablement. Leveraged Salesforce and Sales Hub to tag campaigns and track KPIs.
- Created and launched regional product summits with **89%** attendance, scaling nationally as the best practice. These events significantly boosted lead generation and resulted in **\$10M** in sales opportunities.
- Aligned sales and marketing around competitive differentiation to surpass quota by **108–112% YOY**.
- Identified unmet product needs through market feedback and collaborated with product development to extract and reposition subsets of existing programs, resulting in more than **\$500K in sales opportunities**.

Early Career (2005-2014): Sales Executive and Classroom Teaching in public and private school systems

EDUCATION & CERTIFICATIONS

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| • M.Ed., Educational Administration | • Pragmatic Institute Certification PMC Level II – Product Marketing & Positioning | • Value Selling Certified |
| • B.S., Elementary Education | | • Professional Teaching Certificate Art Instruction |

TECHNOLOGY TOOLS

CRM, GTM & Marketing Platforms: Salesforce, Dynamics 365, HubSpot, Sales Hub, Outreach, GovSpend

Project & Workflow Management: Teams, Slack, SharePoint, Smartsheet, OneNote

Content, Webinar, & Collaboration Tools: Canva, Adobe Express, Zoom, Microsoft Office Suite, Google Workspace

LMS, Digital Learning, & Operating Systems: Endless OS, EdTech Platforms, AI Productivity & Workflow Tools