

PAUL E. OBSITNIK

Alamo, CA 94507

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SUMMARY

Dynamic and results-oriented Marketing Executive with startup and large company experience in strategic marketing, demand generation, and brand development. Proven ability to lead cross-functional teams to develop and execute comprehensive marketing strategies, drive brand growth, and enhance engagement through data-driven decision-making and innovative marketing campaigns. Demonstrated success in positioning companies as global industry leaders, developing strategic partnerships, and driving lead generation and revenue growth. Proven track record with successful exits, including IPO and acquisitions. Key skills include:

- Strategic Marketing & Communications
- Brand Development & Expansion
- Demand Gen & Account-Based Marketing
- Digital Transformation & Analytics
- Integrated Full-Funnel GTM Campaigns
- Leadership & Cross-functional Collaboration

KEY BUSINESS IMPACT

- Expanded Maxim pipeline from \$75M to \$250M+
- Grew Juniper Networks Data Center/Cloud revenue 67% YoY, 2x nearest competitor
- Increased TCS revenue 74% to over \$130M and EBITDA 500% to over \$18M

EXPERIENCE

SYNOPSYS, Sunnyvale, CA

2024 – 2025

Global leader in EDA software powering innovation in high-performance computing, semiconductors, automotive, and mobile.

Vice President Product & Solutions Marketing

Led 17-person global team at \$6B+ company, overseeing marketing strategy, product and solutions marketing, integrated campaign strategy, and industry thought leadership. Responsible for driving strategic alignment across business units, enhancing go-to-market effectiveness, and elevating Synopsys' brand in key verticals.

- Built and deployed a scalable, full-funnel campaign framework, strengthening solution-based messaging and accelerating demand generation across key segments.
- Implemented standardized product marketing methodology, elevating persona-based messaging, strengthening business unit alignment, and improving content development & campaign coordination.
- Designed and implemented Account-Based Marketing campaigns, partnering with sales to drive revenue growth in top accounts resulting in increased sales opportunity pipeline.

SOLIDIGM, San Jose, CA

2021 – 2024

Semiconductor manufacturer focused on SSD solutions for enterprise, data center, consumer markets.

Chief Marketing Officer

Led 30-person global team within \$5B company responsible for marketing strategy, digital marketing/ analytics, product marketing, demand gen, account-based marketing, brand, corporate comms & sales enablement.

- Launched Solidigm brand, achieving 500M+ impressions and 300%+ engagement growth.
- Created & deployed digital marketing capabilities including website, ABM and marketing automation leading to website performance greater than all but one competitor and 42% increase in domain authority.
- Delivered 238% YoY increase in product engagement and 192% YoY increase in earned media through demand generation campaigns.

MAXIM INTEGRATED, San Jose, CA

2018 – 2021

Semiconductor manufacturer focused on analog ICs for auto, industrial, consumer, cloud/ data center markets.

Vice President, Marketing

Led 65-person global team within \$3B company responsible for growth marketing strategy, digital marketing/ analytics, demand gen, account-based marketing, brand, corporate comms & sales enablement.

- Modernized demand gen resulting in 53% lead growth and 217% opportunity pipeline growth to \$250M+.
- Implemented broad digital transformation including website redesign, SEO focus, and search overhaul leading to 15% traffic increase and 63% improvement in search performance.
- Expanded brand awareness by 40% in focus verticals and geos.

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JUNIPER NETWORKS, Sunnyvale, CA 2013 – 2018

Software and hardware security & networking solutions to Enterprise, Cloud & Telecom markets globally.

Vice President, Portfolio Marketing 2016 – 2018

Promoted to lead 55-person global portfolio marketing team within \$5B company responsible for entire product portfolio to all markets. Responsibilities include growth marketing strategy, integrated narrative GTM campaigns, product & solution marketing, demand gen, competitive intelligence, and sales enablement.

- Launched SaaS & Cloud marketing organization leading Juniper in cloud transformation resulting in 74% annual growth of Juniper SaaS/Cloud solutions and increased awareness.
- Created “narrative” campaigns aligned to buyer needs resulting in 90% pipeline & 72% new logo growth.
- Focused strategic campaign on Cloud & Data Center resulting in 67% YoY growth, 2x nearest competitor.

Vice President, Product Marketing 2013 – 2016

Led and managed 25-person global Enterprise, Cloud Provider & Telecom routing marketing team responsible for strategic marketing, industry marketing, product marketing, thought leadership and sales enablement.

- Built Vertical Marketing team to drive greater customer relevance and tighter field alignment resulting in 16.7% compound annual revenue growth & integration of Juniper vertical strategy.
- Rebuilt competitive intelligence team with strong sales-orientation delivering 150% more competitive materials with significantly improved seller ratings.

BRIDGEWAVE COMMUNICATIONS, Santa Clara, CA 2008 – 2013

Wireless Network communications solution provider focused on enterprise & service providers globally.

Senior Vice President, Service Provider Business

Developed and led global service provider business unit within \$20M business responsible for P&L ownership, market strategy, product management & marketing, demand gen, sales development & channel management.

- Developed OEM distribution channel resulting in partnerships with top 5 global OEMs.
- Led initiative to develop first carrier-class high-capacity backhaul solution through customer engagement, engineering coordination and service provider trials resulting in >70% market share post launch.

VENTURI WIRELESS, Sunnyvale, CA 2006 – 2008

Software & SaaS provider delivering wireless optimization solutions for enterprise & service providers globally.

Vice President, Marketing & Business Development

Led organization responsible for market strategy, product marketing, corporate communications & awareness, demand generation, sales enablement, business development & channel management.

- Revised overall product pricing, more closely aligning price points with customer subscription needs, market data analysis, and market competition, resulting in 30% growth in revenue.
- Secured initial OEM customer orders and a revenue pipeline of >\$20M through OEM sales engagement.

TELECOMMUNICATION SYSTEMS, Annapolis, MD 2003 – 2006

Software & SaaS provider of location & messaging solutions to enterprise & service providers globally.

Vice President, Marketing & Business Development

Managed 25-person organization responsible for market strategy, product management & marketing, corporate communications, demand generation, business development, sales enablement, and indirect channel sales.

- Refocused product strategy resulting in 500%+ EBITDA and 74% revenue growth.

ONI SYSTEMS, San Jose, CA 2000 – 2002

Vice President, Business Development

Developed & managed 10-person team focused on International Market Development & Strategic Partnerships.

NORTHPOINT COMMUNICATIONS, San Francisco, CA 1999 – 2000

Vice President, Sales

Developed & led nationwide 80-person field sales organization, growing revenue from <\$10M to \$100M+.

WILLIAMS COMMUNICATIONS, Santa Clara, CA 1996 – 1999

District Sales Manager

3COM CORPORATION, Santa Clara, CA 1993 – 1996

Senior Product Manager

U.S. NAVY NUCLEAR SUBMARINE OFFICER, Charleston, SC 1986 – 1991

Assistant Engineer

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EDUCATION

HARVARD GRADUATE SCHOOL OF BUSINESS, Boston, MA 1991 - 1993
Master of Business Administration, concentration in Marketing Strategy & Product Development

NAVAL NUCLEAR POWER SCHOOL, Orlando, FL 1986 - 1988
Master-equivalent, with honors, in Nuclear Engineering

UNITED STATES NAVAL ACADEMY, Annapolis, MD 1982 - 1986
Bachelor of Science, With Honors, in Electrical Engineering

- Awarded Tau Beta Pi, Sigma Pi Sigma, & Phi Kappa Phi honor societies.

Hobbies/Interests: Backpacking, Soccer, Squash, Travel, Reading, Non-Profit Board Member