

Pontus Bergmark

PRODUCT MARKETING MANAGER

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PROFILE

Product marketing leader with a decade of B2B experience, at my best as a first or foundational hire. I tie the product to a brand narrative, then carry it through positioning, launches, and sales enablement, grounded in buyer research and measured in revenue. At KYND, I spearheaded an ABM programme that helped grow net-new pipeline **82%** year on year, and led a product launch that became our highest-performing campaign to date. At 8billionideas, marketing-attributed revenue grew **3.5x**. I run my work on AI, with a marketing OS I built on Claude. Full case studies at pontusbergmark.com.

EMPLOYMENT

KYND | B2B SaaS

MAY 2024 – PRESENT Cyber-risk intelligence for the insurance industry

Product Marketing Manager

Joined a marketing function with brand in place but little commercial infrastructure, and helped reorient it to revenue-focused ABM.

Campaigns

- Led the launch of an AI risk capability: our highest-performing campaign to date
 - Interviewed **5** insurers and wrote the white paper, *The Wild West of AI Risk*
 - Ran an invite-only briefing and a partner webinar with a five-strong panel
 - Built the landing pages, ads, and outbound that drove **266** webinar registrants
 - **11** meeting requests in launch week, on **£1.4k** spend
- Spearheaded ABM across **179** insurance accounts: strategy, targeting, and tracking

Enablement

- Audited **~83** scattered sales assets into one approved library, prioritised with MoSCoW
- Built HubSpot tracking and reporting, plus an AI operating system on Claude
- Led the narrative for a successful **£150K** RFP proposal

Research and strategy

- Co-owned positioning and packaging with Product, and built the launch framework
- Built competitive intelligence on **~10** competitors, with interactive battlecards
- Set up an ongoing win-loss programme: structured interviews on key closed deals

Team results, 2026

- Marketing reached the account first in **81%** of new opportunities (**88%** of value)
- Net-new pipeline up **82%** to **£2.24m**, on £62.7k external spend
- Net-new opportunities up from **20** to **32**

8BILLIONIDEAS | Edtech

JUNE 2022 – MAY 2024 Education startup selling programmes to schools

Head of Marketing

First senior marketing hire. Owned brand and demand, worked with the C-suite and shareholders, managed one direct report, and partnered with a four-person sales team.

- Grew marketing-attributed revenue **3.5x**, and marketing's share of revenue from **13% to ~50%**
- Repositioned the flagship programme around the school's problem: top seller by bookings
- Put the CEO on industry podcasts and in *The Times* through a thought leadership plan
- Built a weekly newsletter from scratch: **1,700+** readers, **30%+** open rate
- Delivered a **5.7x** revenue return on media and event spend

MARCHMONT COMMUNICATIONS | PR agency

SEPTEMBER 2020 – JUNE 2022

Communications Specialist

International development communications for UN and World Bank clients.

- Grew a global UN summit's Twitter from **0 to 50K+** in 12 months
- Ran a virtual event with global stakeholders for **8,000+** registrants

PANGARA (ACQUIRED) | B2B

MAY 2017 – OCTOBER 2019

Marketing Manager

First marketing hire at a developer marketplace backed by the ex-Lazada co-founder.

- Built the function and took marketing revenue from **\$0 to \$200K+** in year one

EARLIER

Content Manager, AMZ Tracker (acquired), 2016–17. Co-founder, Optus Health, 2015–16. Business Manager, RingMD (acquired), 2014–15.

PROJECTS AND TOOLS

Konote: LLM brand association tracker, with a published 1,000-prompt study

TAMinator: TAM calculator

Tools: Claude, HubSpot, Notion, Lemlist, Lovable, Fiverr, Canva, Peec.ai, MCP

EDUCATION

LSE, MSc Health and International Development, 2020

Berghs School of Communication, Copywriting, 2013

Umeå University, BA Journalism, 2012