

Lynaia D. Lutes

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Product Marketing & Go-to-Market Leader | Pricing & Packaging Strategy | Competitive Intelligence | B2B SaaS

EXECUTIVE PROFILE

Product marketing and go-to-market leader with 25+ years turning complex, technical products into differentiated market narratives that convert into measurable pipeline, retention, and revenue outcomes. Builds and scales product marketing functions inside B2B SaaS organizations, partnering directly with CMOs, Product, and Sales leadership to shape product roadmaps, competitive positioning, pricing strategy, and go-to-market execution. Brings structure to ambiguous, fast-changing environments while developing talent through periods of significant change, backed by hands-on fluency in AI-driven marketing operations.

CORE COMPETENCIES

Product Positioning & Messaging | Go-to-Market Strategy (GTM) | Competitive Intelligence | Pricing & Packaging Strategy | Product Launches & Launch Leadership | Sales Enablement | Cross-Functional Leadership | AI-Driven Marketing Operations | Customer & Market Research | Team Leadership & Development

CAREER HIGHLIGHTS

- Reduced customer acquisition cost approximately 60% and doubled trial-to-paid conversion at Predictive Fitness through funnel, messaging, and lifecycle improvements
- Increased average selling price 110% at Webgility without declining subscription volume through upmarket positioning and pricing strategy
- Built the competitive case that moved two companies onto HubSpot over competing platforms, then led adoption across marketing, sales, and support at both
- Built sales enablement solutions, including training and competitive battlecards, that increased win rates 150% at Webgility

EXPERIENCE

Predictive Fitness, Inc. (TriDot, RunDot) <i>Vice President of Marketing</i> <i>Remote SaaS Endurance Training Platform</i>	Jan 2025 - Jun 2026
Led marketing strategy and execution for a SaaS endurance training platform, managing a globally distributed team of 8 across paid media, content, partnerships, and marketing operations, and partnering directly with Product, Engineering, and executive leadership.	
• Owned go-to-market strategy, pricing, and launch for two ground-up mobile-first product relaunches, reducing cost per trial 23%, doubling trial-to-paid conversion, and cutting customer acquisition cost approximately 60% • Built the competitive case for moving to HubSpot over other CRM and marketing platforms, then led the end-to-end migration with one team member in three months, consolidating a 600K-contact database and eliminating 15 disconnected point solutions, and championed adoption across marketing, sales, and support • Partnered cross-functionally with Product, Engineering, and Innovation throughout two flagship product relaunches, aligning go-to-market timing, positioning, and roadmap priorities across teams • Conducted customer and market research informing the two flagship relaunches, plus ongoing competitive research tracking other endurance and fitness platforms, increasingly using AI tools to synthesize research and competitive signal faster • Owned end-to-end KPI reporting and forecasting for the marketing function, reporting metrics directly to executive leadership and investors • Applied AI-driven workflows to standardize content across creators and build a tagging system for a large, previously unsearchable media asset library	
Webgility, Inc. <i>Head of Marketing (promoted Jan 2023) Director of Product Marketing, Mar 2022 - Jan 2023</i> <i>Remote Fintech SaaS</i>	Mar 2022 - Dec 2024

Led full-funnel marketing for a fintech SaaS platform serving ecommerce sellers, managing a remote, globally distributed team; promoted from Director of Product Marketing to Head of Marketing.

- Drove 45% year-over-year pipeline growth through full-funnel marketing strategy, campaign execution, and sales alignment
- Increased average selling price 110% without reducing new subscription volume through upmarket positioning, pricing, and packaging
- Increased trial-to-paid conversion 26% through customer journey optimization, positioning, and lifecycle touchpoints
- Built the competitive case for moving to HubSpot over competing CRMs, then led adoption across marketing, sales, and support
- Built sales enablement solutions, including training, competitive battlecards, and messaging, that increased win rates 150%
- Conducted comprehensive customer and market intelligence research to build personas, segments, and ideal customer profile; partnered with UI/UX on user testing and voice-of-customer programs

Verizon

Oct 2016 - Mar 2022

Product Experience Marketing Manager

Irving, TX | Enterprise Telecommunications

Owned product experience and positioning across a diverse, globally-facing enterprise portfolio spanning IoT and connected devices, developer platforms, mobile edge computing, security, wireless solutions, and public-sector applications.

- Reduced customer support friction 40% through customer empathy, journey mapping, moderated usability research, and product experience improvements on complex enterprise products
- Translated complex technical capability into clear positioning, prototypes, and enablement materials in partnership with Product and Design teams
- Led customer journey mapping and research across a highly technical, globally-facing enterprise product portfolio, working with global colleagues and international product, design, and partner teams
- Built prototypes, marketing assets, and training materials with product and design teams; oversaw designers and agency resources

FTS International

May 2012 - Oct 2015

Director of Marketing (promoted 2015) | Marketing Communications Manager, 2012 – 2015

Fort Worth, TX | Oil & Gas Services

Led marketing communications and external brand development for a \$2B company, one of the world's largest well completion companies at the time, in a complex, regulated industry.

- Served as company spokesperson, leading crisis response, media relations, and executive messaging
- Improved search results 46% and increased website visits 47% in the first six months through a customer-analytics-driven digital experience redesign
- Worked directly with the C-suite on internal and external communications strategy; managed the marketing communications team and budget
- Led internal communications and change management during a company-wide SAP business transformation

EARLIER EXPERIENCE

Schaefer Advertising Co., Account Supervisor, 2001 - 2012. Eleven years in PR and integrated marketing, advancing from Account Coordinator to Account Supervisor across education, healthcare, technology, consumer products, and oil and gas accounts. Secured \$2B+ in earned media coverage for client Mystic Tan, including product placement in Friends, The View, and The Today Show. Managed multiple concurrent client marketing budgets and served as strategic lead for clients' communications plans.

EDUCATION

Texas Christian University, Bachelor of Science, Advertising/Public Relations

PROFESSIONAL DEVELOPMENT

Women of the World (WOW) Executive Leadership Program, Verizon (inaugural cohort)

Pavilion Member; CRO School; CMO School; AI in GTM Certification