

TIMOTHY BOETTCHER

Senior Marketing & GTM Leader — Product Marketing, Revenue Leadership & AI-Native Enterprise Storytelling

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PROFESSIONAL SUMMARY

Senior marketing and go-to-market leader with 20+ years of progressively broader responsibility spanning sales and revenue leadership, services delivery, product marketing, and hands-on AI systems development. Currently leads AvePoint's global product marketing team, owning product marketing directly, with significant leadership direction over GTM strategy, analyst relations, campaign planning, and sales enablement. Career path includes a Chief Revenue Officer role, country-level P&L ownership in Japan, and services leadership across APAC — giving a rare combination of quota-carrying and services-delivery experience alongside deep product marketing and brand strategy craft. Hands-on technical fluency in generative AI and agentic workflows: Microsoft MVP for M365 Copilot, and personally designs and builds the multi-agent AI systems used in production rather than only directing their adoption. Known for translating complex technology into narratives that resonate with both technical and executive buyers, and for building the AI literacy, tooling, and enablement structures that let marketing and sales teams scale output without scaling headcount.

Impact highlights: substantial enterprise pipeline generated from a single AI platform launch; strong year-over-year pipeline growth; rapid user adoption on a repositioned SaaS platform within its first year; significant revenue growth during a public sector turnaround; market-building revenue growth in Japan built from the ground up; two years running a weekly enterprise AI content program as a Microsoft MVP.

SKILLS

Product Marketing & GTM Strategy • Sales & Revenue Leadership • Category Creation & Market Positioning
Team Leadership & Talent Development • Analyst Relations & Competitive Intelligence • Cloud Partner Joint Marketing
GenAI & Agentic AI Systems (Hands-On Builder) • AI Literacy & Enablement Programs • Brand & Messaging Architecture
Sales Enablement & Field Readiness • Global Enterprise GTM (NA, EMEA, APAC) • Executive Storytelling & Public Speaking

PROFESSIONAL EXPERIENCE

SVP, Global Product Marketing & GTM Strategy | AvePoint Inc. — Arlington, VA Sep 2025 – Present

- **AI Agent Platform Launch & Governance:** Owns go-to-market strategy for AvePoint's AI agent management platform — category positioning, launch strategy, and sales enablement — while personally designing and building the multi-agent AI systems that run in production, generating substantial new pipeline for the business.
- **Product Marketing Team Leadership:** Leads AvePoint's global product marketing team, owning GTM strategy, analyst relations, campaign planning, and sales enablement across Product, Sales, Brand, and Field/Digital/Demand stakeholders.
- **Enterprise Brand & Category Positioning:** Led AvePoint's repositioning from a legacy data protection vendor to an AI-forward platform company — messaging architecture, competitive differentiation, and visual identity across CIO, CISO, and IT buyer audiences.
- **Analyst Relations & Competitive Intelligence:** Direct briefing relationships with Gartner, Forrester, and Omdia analysts, translating market and competitive feedback into product positioning and roadmap input.
- **Cloud Ecosystem Partnerships:** Built joint go-to-market and co-marketing motions with Microsoft across Azure and M365.
- **Weekly AI Content Program - 2 Years:** As a Microsoft MVP for M365 Copilot, produced weekly short-form video content on enterprise AI adoption and agentic workflows, building a practitioner audience and personal brand authority in the Microsoft AI ecosystem.

SVP, Head of GTM Strategy, North America | AvePoint Inc. — Arlington, VA Jan 2024 – Sep 2025

- **Pipeline Growth via Unified GTM:** Rebuilt go-to-market cross-functional workflows and messaging alignment across AvePoint's North America organization — unifying product marketing, field marketing, communications, and demand gen around a consistent narrative, driving significant year-over-year growth in marketing-influenced pipeline.

- **Cross-Functional Alignment:** Established shared standards and messaging frameworks across previously siloed teams — ensuring consistent positioning across events, field, partner, digital, and content channels globally.

Chief Revenue Officer, MaivenPoint | AvePoint Inc. — Arlington, VA

Mar 2022 – Jan 2024

- **Platform Repositioning & Revenue Leadership:** As CRO, led the full go-to-market repositioning of MaivenPoint from a services business to a transactable SaaS platform — new positioning, new buyer narrative, new content strategy, new demand engine. Grew from zero SaaS users to a large, engaged user base within the first year.
- **Microsoft Education Ecosystem Partnership:** Built a co-marketing motion with Microsoft's education tools team, aligning MaivenPoint's platform positioning with Microsoft's ecosystem to expand joint reach into the education market.

SVP, Strategic Accounts & Solutions | AvePoint Inc. — Arlington, VA

May 2021 – Mar 2022

- **ARR Growth via ABM Motion:** Built an account-based sales and outreach motion grounded in positioning and tailored content, driving meaningful ARR growth across a large named account book.

SVP, Client Services | AvePoint Public Sector Inc. — Arlington, VA

Feb 2019 – May 2021

- **Public Sector Revenue Growth:** Rebuilt public sector Professional Services with packaged offers and sales enablement content, translating technical capabilities into procurement-ready solutions for Federal and SLED buyers — driving substantial revenue growth in Year 1 and capture of landmark contracts including the IRS NARA Solution.

Country Manager | AvePoint Japan K.K. — Tokyo, Japan

Feb 2017 – Feb 2019

- **Revenue Growth - Country P&L Leadership:** Identified an underserved Professional Services opportunity in the Japanese market, built a consulting team from scratch, and developed scalable services packages that were easy for sales to position and sell — growing revenue significantly in Year 1 and Year 2, including a sizable services-only deal that influenced a follow-on multi-million SaaS ARR engagement.

Director of Solutions, Client Services APAC | AvePoint Singapore — Singapore

Jun 2014 – Feb 2017

- **Services Revenue Growth:** Built a new presales and delivery capability across Singapore and APAC from the ground up — recruiting and developing solution architects, business analysts, creating repeatable and scalable services packages, and building the capture motion that won the largest strategic government deals in the region.

Principal Consultant & Earlier Roles | Nintex, Hostworks, Others — Adelaide, SA

Feb 2002 – May 2014

- 12 years across enterprise collaboration, workflow automation, and infrastructure — building foundational technical fluency that underpins hands-on AI tool development and GTM leadership work today.

EDUCATION & CREDENTIALS

Microsoft MVP: M365 Copilot — Microsoft Most Valuable Professional (2025) — weekly AI content creator, 2 years

Masters: Business Information Systems — University of South Australia (2006)

Bachelor: Business Information Systems — University of South Australia (2005)

Certifications: Microsoft Certified Professional - SharePoint 2010 Configuration (2010)

AI Tools: Claude (Anthropic), ChatGPT, Microsoft Copilot, Copilot Studio, SharePoint Agents

Creative Tools: Adobe Creative Cloud, Adobe Photoshop, Adobe After Effects, Microsoft Designer, Canva, PowerPoint, Figma

Marketing Stack: Microsoft 365, Google Docs, Google Sheets, Dynamics 365, Power BI, 6Sense, Allocadia, Asana, Greenhouse

Speaking Engagements: Gartner, Black Hat, Microsoft 365 Community Conference, TechCon365, AgentCon