



Debbie Umbach

CHIEF MARKETING OFFICER

A results-driven, strategic, AI-native operator with experience growing global high tech businesses' brands and revenue.

Marketing leader of diverse teams who deliver value in rapidly growing environments. Domain expertise in product management, product marketing, data-driven decision making, cybersecurity, infrastructure, and observability / application performance monitoring (APM).

EDUCATION

MASTER IN BUSINESS ADMINISTRATION

Harvard University, Cambridge, MA

BACHELOR'S DEGREE, SYSTEMS ENGINEERING

University of Virginia, Charlottesville, VA

Greater Boston

Follow me on LinkedIn

[linkedin.com/in/debbieumbach](https://www.linkedin.com/in/debbieumbach)

Contact details available upon request.

WORK EXPERIENCE

CHIEF MARKETING OFFICER

M-Files | 2025 – 2026

- Repositioned the \$180M, Rule of 40 company from Knowledge Work Automation to Context-First Document Management, establishing a differentiated market position and foundation for future growth
- Secured M-Files' first-ever Leader position in the Gartner Magic Quadrant, a milestone in the company's 20-year history
- Increased marketing-sourced bookings more than 3x YoY (Jan–Aug) on a flat budget, while reducing marketing spend from 8.8% to 7.9% of revenue
- Led the company's first AI initiatives within marketing, driving organization-wide adoption and measurable gains in productivity and efficiency
- Spearheaded the strategic launch of M-Files' Microsoft partnership and Microsoft 365 integration, strengthening the company's position within the Microsoft ecosystem and aligning Product, Sales, Marketing, and Partners around a unified GTM strategy

CHIEF MARKETING OFFICER

OwnBackup / Salesforce | 2024 – 2025

As a member of the OwnBackup executive team, evolved the go-to-market strategy to drive growth beyond \$240M ARR, influencing our acquisition by Salesforce.

- Led a global team of 60, plus agencies. Responsible for full marketing stack.
- Aligned with product and sales teams to drive net new pipeline (4x coverage) and accelerate revenue.

VP OF CORPORATE MARKETING

Dynatrace | 2021 – 2024

As a member of the extended leadership team, grew the company from \$650M in revenue to \$1.4B over 3 years. Drove demand for our leading observability platform.

- Led a global team of 60 and oversaw a budget of \$45M. Responsible for brand, social, digital, events, and marketing operations & analytics.
- Drove >\$240M in new logo sourced pipeline from digital advertising campaigns in FY24 for a blended 7x return on ad spend.
- In partnership with Product, grew our annual conference, Perform, into a 2,000+ person event that drove >\$100M in pipeline in FY24.
- Conducted a brand refresh and creative campaign, increasing brand awareness and association with 'modern,' 'innovative,' and 'trusted.'

VP OF MARKETING

Fairwinds | 2020 – 2021

Head of Marketing hired to scale a cloud-native high-growth startup.

- Launched 1st SaaS offering in the midst of a pandemic, evolving from a pure services and open source play to a commercial software business.
- Grew organic traffic 4x and pipeline contribution from 10% to 50%.
- Drove PLG strategy to upsell open source users to our software.

SKILLS

PROFESSIONAL

- Collaborative leader
- Customer-focused
- Data-driven decision maker
- First Team mentality
- Care deeply about the professional growth of my team members

TECHNICAL

- Marketing AI Institute certification
- ChatGPT, Gemini, Perplexity, Claude
- Cloud-native/SaaS applications
- Product-led growth (PLG)
- Development team requirements
- Cybersecurity



My ZMET, compliments of
Harvard Business School
Professor Gerald Zaltman

INTERESTS

- Reading historical fiction
- Running (Ocean State marathon)
- Yoga (Peloton app)
- Travel (recently Croatia, Sydney, Singapore)
- Family (including my GSP)

Greater Boston

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WORK EXPERIENCE CONTINUED

VP OF MARKETING

Bitsight | 2014 - 2019

Led all of marketing globally: strategy, branding, digital, demand generation, product marketing, public & analyst relations, and channel / partner marketing. Created the product marketing function and scaled the org to drive growth.

- Managed a team of 23, plus agencies, and a budget of \$10M.
- Helped grow company over 5-years, as employee #39, from \$2M to \$80M+ in ARR and 50 to 1,700 customers (30% outside the US).
- Built world-class customer marketing team focused on retention, adoption, value realization, and growth.

SR MANAGER, PRODUCT MANAGEMENT

VCE (now part of Dell/EMC) | 2010 – 2013

VCE was a joint venture between VMware, Cisco, and Dell and a \$1B provider of converged infrastructure. Led product management for our orchestration software, VCE Vision.

- Led product management, including strategy & roadmap development, for VCE's systems management software portfolio for Vblock Systems.
- Key contributor to VCE's dramatic growth: from its inception in late 2009, VCE acquired 700+ customers globally, grew to 1,700+ employees, and attained revenue of \$1.2B annually.
- Regularly presented at briefings for CIOs and CTOs of Fortune 500 companies.

SR MANAGER, PRODUCT MARKETING

RSA, the Security division of EMC | 2007 – 2010

Led product marketing for RSA's Security Information & Event Management (SIEM) solution.

- Supported growth of SIEM product from \$40m to \$110m in 36 months
- Secured coveted "Leader" position for RSA/EMC in Gartner's Magic Quadrant for Security Information 3 years in a row, which helped increase product revenue 20-25% annually.
- Member of the team that evaluated and acquired NetWitness.

PRIOR POSITIONS

1994-2007

SR MANAGER, SOLUTIONS MARKETING (SAP)

DIRECTOR PRODUCT MKTG. (FRICTIONLESS COMMERCE/SAP)

DIRECTOR OF PRODUCT MARKETING

Meeting Maker, Inc.

SR PRODUCT MANAGER

Vividon

PRODUCT MANAGER

Akamai Technologies

PROJECT MANAGER

American Management Systems (now CGI)