

Erik Ickes

Customer Strategy | Product Marketing | Digital Adoption

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Professional Summary

Product marketing and digital strategy leader with 20+ years translating customer needs, technology, and market opportunities into measurable growth. Combines web development, product management, analytics, marketing strategy, AI workflows, personalization, experimentation, and team leadership to drive adoption and delight customers.

- **Enterprise Governance:** Established content standards, processes, analytics audits, and metrics enablement for three Pendo instances, supporting 500K+ monthly active users.
- **Team & Business Leadership:** Built and led teams across technology, web, digital marketing, and customer experience while remaining hands-on in strategy, analytics, and solution delivery.
- **Experimentation & Optimization:** Leveraged personalization, segmentation, analytics, and multivariate testing to improve digital engagement and conversion.
- **Marketing & GTM:** Owned digital marketing strategy across multiple organizations, translating business goals and customer insights into positioning, audience strategy, campaigns, web experiences, conversion optimization, and measurable growth.

Core Competencies

Product Marketing Strategy • Positioning & Messaging • AI/Agentic Workflows • Demand Generation • Product-Led Growth • GTM Leadership • Technical Product Marketing • Segmentation & Personas • Customer Enablement • Product Adoption Strategy • Governance & Operations • Product Analytics • Customer Journey Analytics • Qualitative Research

Work History

HMH

User Experience Research Lead – Digital Adoption, VOC & Analytics; March 2024 – August 2026

- Owned enterprise Pendo strategy and operations across three integrated platforms supporting 500K+ monthly active users, including governance, implementation standards, segmentation, analytics, guides, onboarding, and enablement.
- Built advanced in-product experiences using HTML, CSS, JS, and the Pendo API to solve complex business and customer needs.
- Trained Product Managers, UX Designers, Researchers, and Marketing on Pendo standards, tags, guides, segments, and analytics to ensure effective customer-facing messaging.
- Partnered with Product, Engineering, Marketing, and executive leadership to translate customer and business needs into product positioning, adoption strategies, and measurable outcomes.

HMH

Director – Platform Customer Engagement & Metrics; February 2023 – March 2024

- Partnered with Product teams to implement scalable analytics frameworks using Pendo, Datadog, Snowflake, and Google Analytics, creating a single trusted source of customer insights.
- Led customer advocacy, onboarding, and Build-Measure-Learn initiatives that translated customer insights into actionable executive recommendations.
- Validated all new feature releases to ensure metrics enablement and Pendo tagging reliability.

Heinemann Publishing

Product Owner, Director of Digital Marketing, eMarketing Manager; December 2013 – February 2023

- Progressed from software development into leadership roles overseeing web strategy, digital marketing, analytics, web content strategy, and the web design and development team.
- Served as Product Owner for the Flight platform, using feedback and analytics to prioritize enhancements and improve adoption.
- Led a cross-functional web team spanning development, design, QA, and digital marketing, setting priorities while remaining hands-on in web, analytics, and customer experience initiatives.
- Directed digital marketing strategy through audience, content, personalization, experimentation, SEO, and paid media strategies that connected customer behavior to acquisition, engagement, and conversion.

Diversified Programming Enterprises

Founder & Lead Developer; 2001 – 2013

- Founded and grew a technology consulting firm to a team of 14, advising businesses across multiple industries on web strategy, digital marketing, and technology.
- Led web, SEO, SEM, analytics, and optimization programs for large organizations, integrating marketing and back-end systems to connect customer needs and business goals to drive growth.
- Partnered directly with executives and end users to understand business challenges, identify opportunities, and develop solutions from implementation through go-to-market and ongoing marketing campaigns.
- Managed client relationships, delivery, and team execution while remaining hands-on in software development, digital marketing, and solution design.

Professional Development

Certifications

Pragmatic Certified Product Manager (PMC) Level IV
Pendo Super Certified (Analytics, AI, Product-Led Strategy)
Product Analytics
Customer Experience Leadership
Product Management Basics
AI for Product Management

Continuing Education & Workshops

The Speaker Advantage Framework
Customer-Centric Communication
Storytelling with Data
Pendomonium/Inbound/MarTech
Presentation Mastery
Agile Foundations