Emma Whitson

PRODUCT MARKETING LEAD · MANCHESTER, UK

hello@emmawhitson.com

PROFILE

Product marketer with ten years in B2B health and finance software. I help products launch well, find their words and price with confidence. Open to Head of Product Marketing roles from 1 Feb 2027, hybrid in Manchester or remote (UK).

EXPERIENCE

Head of Product Marketing

Mar 2022 – now

Northwind Health · Pipeline from launches up 41%

Lead a team of five across positioning, launches and enablement for a care-scheduling platform used by 900 clinics.

Senior Product Marketing Manager

Jan 2019 – Feb 2022

Ledgerly · Win rate 18% → 27%

Owned the story for an accounting tool for small firms. Interviewed 120 customers and rebuilt the pitch around time saved.

Marketing Manager

Sep 2016 – Dec 2018

Brightloop · Content team grown from 1 to 6

Built the content programme and the first customer-story library.

SKILLS

Positioning and messaging · Launch planning · Pricing and packaging · Customer research · Sales enablement · Competitive analysis

EDUCATION

BA Economics, University of Leeds, 2012 – 2015 (First class)

LANGUAGES

English (native) · French (working) · Spanish (basic)

Sample CV for the Foolscap Framer template. Replace this file with your own.