

AATIF JUNAID MULLA

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SUMMARY

Founding product marketer with 6+ years building the PMM and GTM function from zero for AI-native products. Built the messaging, competitive positioning, and sales enablement that closed Cisco as the largest enterprise account, and helped shape the product itself by ideating and shipping personalized Product Marketing Environments across 14 collateral types to 58 enterprise users. Analytics depth to own the PLG lifecycle end to end. MBA; Mechatronics Engineer; PMP certified.

EXPERIENCE

Founding Product Marketing Manager | Aiseberg Inc. (Aisepedia)

Sept 2025 - Present
San Francisco, CA

- Built the product marketing function from the ground up as the first and only marketer, defining the core messaging framework, category vocabulary, and competitive positioning for an AI-native product against established workflow and automation tools.
- Ideated, designed, and launched a personalized Product Marketing Environment system spanning 14 collateral types and distributed 58 to enterprise users as the core launch motion, shaping both the product and how the market understood it.
- Ran 32 structured discovery sessions with senior PMM leaders, feeding insight into the roadmap and driving two features (Competitor Canvas, Battle Card) from requirements to launch.
- Built the sales enablement toolkit from scratch, including battlecards, objection-handling guides, and competitive demo narratives, generating \$400K+ in qualified pipeline and equipping sales to close Cisco as the largest enterprise account.
- Owned the PLG lifecycle across 134 self-serve users in PostHog and Mixpanel, diagnosing signup-to-conversion friction and driving an output-first onboarding redesign that cut early-stage abandonment 24% and shortened time to first value by 1:40.

Senior Analyst, Revenue and Strategy | POLITICO

May 2024 - June 2025
Washington, DC

- Recovered \$2.6M in ACV by building the Weekly Retention Report and enforcing pricing governance across the enterprise subscription base, creating the single source of truth used weekly by the CEO, COO, and VP Finance.
- Built MRR, profitability, and pipeline reporting in Salesforce that surfaced \$250K in monthly expansion opportunities and improved pipeline conversion 15%, and trained 21 account executives through the AdBook to Placements.io migration.

Technology Sales Specialist | Quantum Corporation (incl. EnCloudEn)

Oct 2021 - Jul 2022
Bengaluru, India

- Operated as the product and GTM interface between 10+ enterprise accounts and a 5-person engineering team in a competitive storage market, converting discovery and competitive intelligence into roadmap priorities that drove 18% user-acquisition growth and 105% of revenue target.

Lead, Business Strategy | Peepal Consulting

Dec 2018 - Jul 2020
Bengaluru, India

- Directed go-to-market and growth strategy across 56 enterprise accounts, exceeding quarterly revenue targets by 15% consistently and earning the company's top performance award.

EDUCATION

MBA, American University, Kogod School of Business STEM-designated

2024 | Washington, DC

BE, Mechatronics Engineering, Acharya Institute of Technology

2018 | Bengaluru, India

TOOLS & SKILLS

Analytics: PostHog, Mixpanel, SQL, Power BI

CRM & Sales: Salesforce, HubSpot, Placements.io

Design & Build: Figma, Webflow, Canva, Notion

Core: Positioning & messaging, competitive intelligence, sales enablement, GTM strategy, launch execution, PLG lifecycle