

2000s: Product-Led Awareness

- Evangelism & Education
- Events & Trade Shows
- Email Marketing
- SEO & Content
- Free Trials

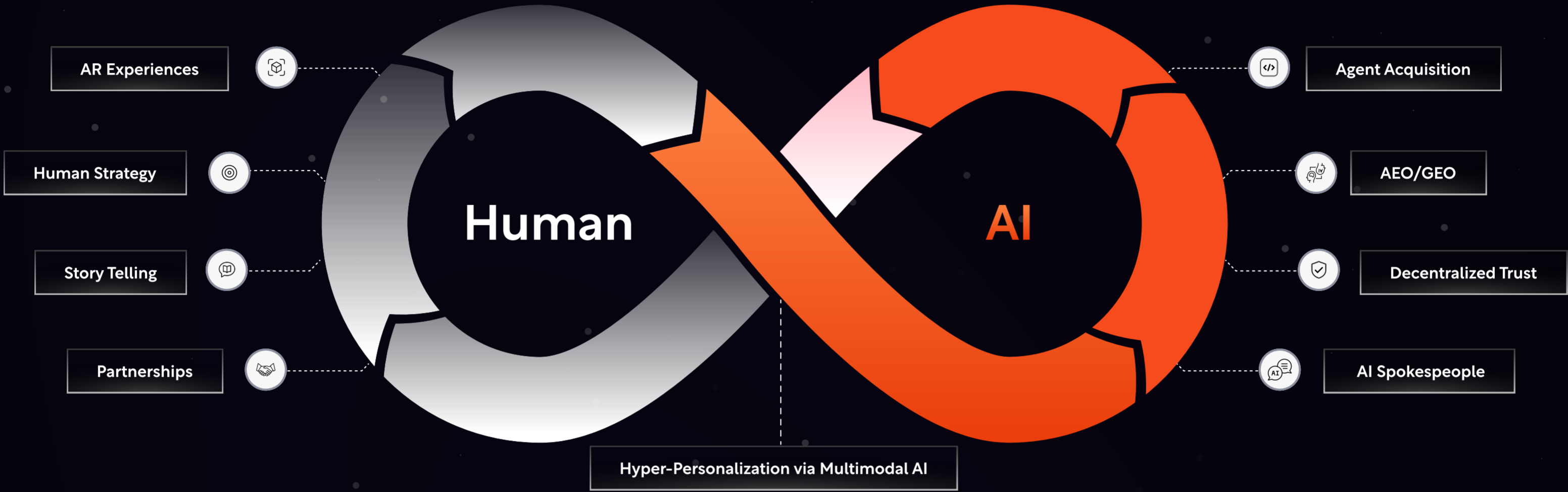
2010-2022: Growth Hacking

- Inbound Scale
- Attribution
- ABM
- Social Media
- Growth Hacking
- Automation

Today: PLG & AI

- Product-Led Growth
- Community-Led
- Video Content
- AI Personalization
- Category Creation

Tomorrow: Human + AI



Marketing Orgs Today

- VP Marketing
- Product Marketing
- Demand Gen
- SEO/SEM
- Events Marketing Manager
- Content Marketing Manager
- Designer
- Revops
- Customer Marketing Manager
- Partner/Channel Marketer

The Future of Marketing Orgs

- Technical VP Marketing
- Technical Product Marketing
- Demand Gen- AEO Specialist
- Technical Event Manager
- Technical Content Manager- AI Storyteller
- GTM Engineer - Prompt Architects for Growth
- GTM Engineer - Customer Signal Strategists
- Developer Relations

Entry-Level Roles

- AI Content Coordinator
- Data & Insights Analyst
- Campaign Ops Specialist
- Community Associate

Team Structure

- Lean Core, Expansive Edge
Strategists + AI
- AI Pods
Embedded copilots
- Cross-Functional
Marketing + Product

Strategic Shifts

- From Campaigns To Conversations
- From Creativity To Co-Creation
- From Personas To Predictions
- From Measurement To Meaning



Patrick Kellenberger