JONATHAN E COWPERTHWAIT

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MARKETING LEADERSHIP FOR TECHNICAL BRANDS

Player-coach marketing leader who grows technical audiences, instruments the marketing machine behind them, and builds the teams they need to achieve scale. Scaled npm to 20M monthly users and 1B+ downloads as VP of Marketing; now CMO of a post-quantum cryptography (PQC) company; previously led marketing at Cube Dev and The Duckbill Group.

- Scales communities: 20M monthly users at npm; 85,000+ podcast and newsletter subscribers at Duckbill.
- Instruments marketing operations: analytics, automation, CRM, SEO, and content performance, from ad programs to pipeline.
- Recruits and leads teams and vendors; builds marketing functions from zero as the first GTM hire.

SELECT ACHIEVEMENTS

- Scaled the world's largest open-source software registry to 20M monthly users and 1B+ downloads (12.4K% usage growth).
- Drove 2.6K% revenue growth and 300% YoY enterprise revenue growth at npm; launched SaaS products above $2M ARR.
- Recruited and directed a 10-member team and vendors at npm; built marketing functions from zero at multiple startups.
- Reached 85,000+ podcast and newsletter subscribers at Duckbill; oversaw a $2M+ digital ad program and SEO funnel at Leeo.

AREAS OF EXPERTISE

Community & Audience Growth • Marketing Operations & Analytics • Team Building & Vendor Management
Content & SEO Strategy • Positioning & Messaging • Go-to-Market & Launch Strategy • Demand Generation
Product-Led Growth • Sales Enablement • Brand Strategy • Analyst & Media Relations • AI-Enabled Workflows

PROFESSIONAL EXPERIENCE

Cybersecurity startup (stealth) *United States*
Chief Marketing Officer *2026–present*

Leads marketing for a post-quantum cryptography (PQC) company whose software finds insecure cryptography across large application estates and reports it in CycloneDX cryptographic bills of materials (CBOMs).

- Owns positioning, messaging, corporate marketing, and go-to-market strategy for government, defense, and enterprise buyers.
- Translates federal PQC mandates (EO 14412, OMB M-26-15) into buyer-ready narrative for CISOs, agencies, partners, and investors.
- Leads marketing across investor, sales, web, and channel audiences, including investor presentations, sales and keynote materials, website copy, and government resale channels.

Entrepreneur *San Francisco, CA*
Fractional Marketing Leader *2010–present*

Fractional marketing leader for B2B and B2C technology brands: positioning, messaging, go-to-market, content, demand generation, marketing operations, and launch marketing teams. Oversees global brand and product launches, press and analyst relations, and crisis communications; produces white papers, explainers, comparison guides, and case studies for technical B2B audiences.

The Duckbill Group *San Francisco, CA*
Head of Marketing *2025*

Led global marketing for the world's leading FinOps strategy firm managing $9B+ in AWS contracts, driving positioning and GTM strategy for infrastructure optimization and cloud economics consulting services.

- Developed SEO-optimized content that increased organic search traffic and captured high-intent buying keywords, reaching 85,000+ subscribers across podcast and newsletter channels.
- Created and launched sales enablement and customer expansion programs, including digital sales rooms, playbooks, and customized collateral that improved sales conversations and win rates.
- Leveraged AI to create and distribute technical content including comparison guides, ROI frameworks, and educational resources that drove inbound lead generation and educated buyers on highly technical FinOps concepts.
- Developed core product positioning and messaging framework used across sales, customer success, and marketing teams.
- Built cross-functional alignment between product, sales, and marketing through coordinated launch and campaign processes.

Cube Dev, Inc. *San Francisco, CA*
Head of Marketing *2021–2023*

Directed B2B marketing to drive visibility of a developer-focused, cloud-native data analytics platform for the startup's launch. Teamed with product, sales, and Board of Directors leaders to create product positioning, messaging, and go-to-market (GTM) strategies. Oversaw development and execution of product and feature launch campaigns.

- Built marketing functions from ground up as the first go-to-market hire, establishing repeatable launch processes and cross-functional workflows.
- Developed buyer personas and competitive positioning to enable the sales team to win against established competitors.
- Led creation of technical content including product documentation, use case guides, competitive comparisons, and technical explainers to educate developer audiences and accelerate sales cycles.
- Developed and executed a content-driven GTM strategy to combine SEO, technical content, and product-led growth (PLG) motions.
- Captured high-intent search traffic and drove qualified inbound pipeline through keyword research, on-page optimization, and strategic content planning.
- Conducted customer research and win/loss analysis to inform messaging, positioning, and content strategy.
- Created a messaging framework to align product, sales, and customer success on product value proposition and market positioning.

npm, Inc., acquired by GitHub *Oakland, CA*
Vice President, Marketing *2015–2020*

Led marketing strategy and operations for the world's largest registry of open-source software and its developer community: positioning, messaging, branding, product marketing, marcom, advertising, demand generation, sales enablement, and events. Recruited and directed a 10-member team and vendors. Led all customer, media, and analyst communications.

- Launched multiple SaaS products with ARR exceeding $2M.
- Scaled a product-led growth motion and developer community serving 20M monthly users.
- Grew product engagement to more than 1 billion downloads from a registry with more than 500K packages of code, while building enterprise sales capability and developing differentiated messaging and content for each segment.
- Captured 12.4K% growth in registry usage, 2.6K% revenue growth, and 300% YoY enterprise revenue growth.
- Built scalable product launch processes and GTM frameworks that enabled teams to execute multiple product releases while maintaining quality and alignment.
- Created comprehensive content programs, including documentation, comparison guides, case studies, and thought leadership to support both self-serve adoption and enterprise sales.
- Instrumented data and analytics to optimize content performance, measure engagement and conversion, and influence pipeline.
- Built a competitive intelligence program tracking market landscape, analyzing competitor positioning, and translating insights into actionable GTM strategies and sales enablement.
- Led rebranding and supported executive strategy culminating in the company's acquisition.

Leeo, Inc. *Palo Alto, CA*
Senior Marketing Manager *2014–2015*

Drove the brand launch for a startup company's IoT hardware product. Led planning, development, and review of analytics. Prepared requirements and oversaw instrumentation for content management systems, marketing service providers, advertising networks, social media, and mobile applications.

- Oversaw a $2M+ digital advertising program and SEO content funnel.
- Undertook product launch with multiple marketing techniques including communications, advertising, and social media.

Awe.sm, acquired by Unified Social *San Francisco, CA*
Product Marketing Manager *2011–2014*

As the company's first marketing hire, oversaw comprehensive marketing strategies for API and SaaS products. Teamed with stakeholders on product development, recruiting, sales, and business development decisions. Increased lead generation and engagement with content programs including emails, blogging, case studies, webinars, videos, and media/analyst relations.

- Established marketing and client services functions, including developer documentation, user support resources, training, and consulting programs.
- Led implementation of business tools including marketing automation, social media and site analytics, website optimization, support ticketing, and CRM systems.

ADDITIONAL EXPERIENCE

Spiralgroup Marketing and Public Relations *San Francisco, CA*
Director of Social Media Programs

Killian & Company Advertising *Chicago, IL*
Account Executive

Crime Fiction Pictures *Chicago, IL*
Filmmaker

EDUCATION

The University of Chicago *Chicago, IL*
Bachelor of Arts in Political Science

ORGANIZATIONS AND AFFILIATIONS

San Francisco Superior Court *San Francisco, CA*
Judicially Appointed Grand Juror and Foreperson Pro Tempore *2022–2025*

The Julia Burke Foundation *Kailua-Kona, HI*
Member, Board of Directors

San Francisco FrontRunners *San Francisco, CA*

Sigma Phi Epsilon Fraternity, Illinois μ Chapter *Chicago, IL*