

 **Experience**

Pragmatic Marketing instructors must meet several criteria before they join the team ▶



✓ Have held multiple executive-level roles in marketing and product management.



✓ Be a Pragmatic Marketing alumnus, and have implemented the techniques we teach at multiple companies.



✓ Be a compelling public speaker, able to motivate and inspire teams.

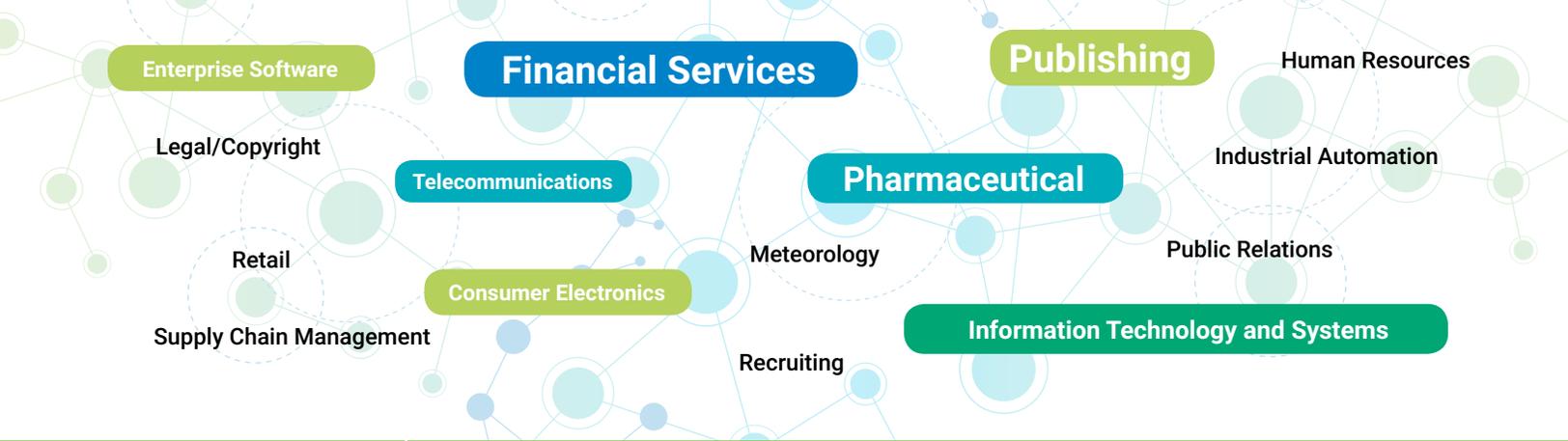
**COLLECTIVELY, THE PRAGMATIC MARKETING INSTRUCTOR TEAM REPRESENTS** ▼



 **Industry Coverage**

Pragmatic Marketing instructors have led product teams in a variety of industries ▶

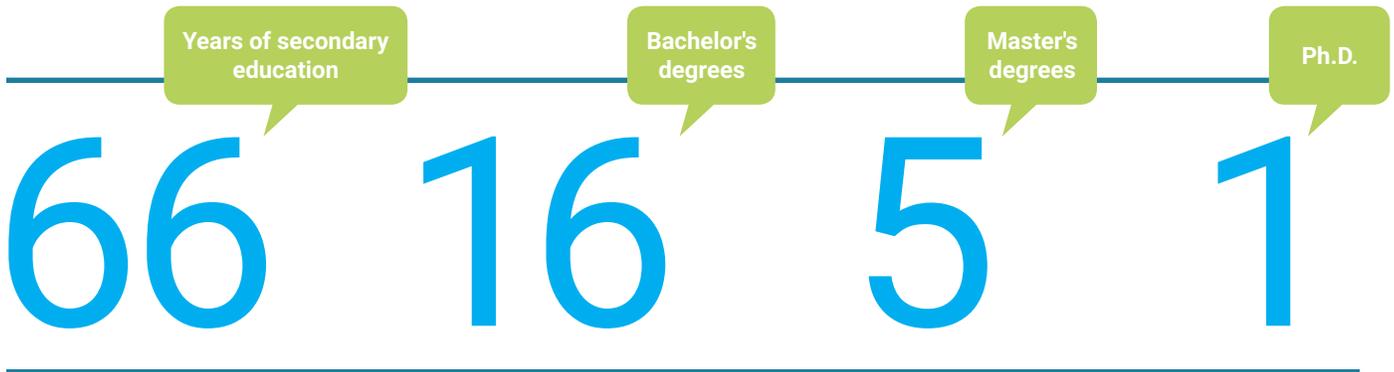




 **Brands** Pragmatic Marketing instructors have worked at some of the biggest names in technology. Here's a small sample ▶



 **Education** Pragmatic Marketing instructors have compiled an impressive record of education and degrees ▶



- ARIZONA STATE UNIVERSITY • COLORADO MESA UNIVERSITY  
 DALLAS BAPTIST UNIVERSITY • DESALES UNIVERSITY • DREXEL UNIVERSITY • EASTERN MICHIGAN UNIVERSITY  
 KALAMAZOO COLLEGE • MIT SLOAN SCHOOL OF MANAGEMENT • NORTHERN ARIZONA UNIVERSITY  
 THE OHIO STATE UNIVERSITY • SANTA CLARA UNIVERSITY • SOUTHERN METHODIST UNIVERSITY  
 STANFORD UNIVERSITY • TEMPLE UNIVERSITY • UNIVERSITY OF CALIFORNIA, BERKELEY  
 UNIVERSITY OF OKLAHOMA • UNIVERSITY OF OTAGO (NEW ZEALAND)



# Satisfaction

**Pragmatic Marketing instructors deliver an exemplary** learning experience for students. Pragmatic Marketing’s average **NPS across all of our classes and instructors is +72**, which means students rate their experience very highly, and recommend the training to their peers. In fact, 80 percent of Pragmatic Marketing’s business comes via word-of-mouth referral.



## Instructor Team



**Kirsten Butzow** is known for her zeal for effective product management and marketing, as well as her lively presentation skills. She has led teams of as many as 100 people, speaks German and “thrives in situations that require adaptability.”



When she’s not coaching competitive swimmers, **Cindy Cruzado** puts her coaching skills to work as an instructor. She has worked at companies ranging from startups to large multi-national corporations. Fun fact: The first accounting software she product managed more than 25 years ago is still in use today.



“Everything he says is dead on,” “has a great level of experience” and “offers practical advice and great ideas” are some of the comments from attendees about **Jon Gattrell**, who has a focus on social media’s impact on today’s go-to-market programs.



**Steve Gaylor** has been developing product management and marketing teams and growing organizations for more than 25 years. His “words resonate in the halls” because he teaches from experience and brings real-world insight into every class.



**Amy Graham** speaks “truth to power” and she teaches her students to do the same by leveraging her experience building and managing product, operations and tech teams in the software and mobile spaces.



**Todd Middlebrook** has worked in companies ranging from startups to large corporations and has led product marketing and sales teams. He’s seen it all, which may be why students leave so enthusiastic about what they learned and what they can accomplish.



“The way he teaches is so impactful,” and “he knew how to relate to the real world” are just some of the words attendees use to describe **Rich Nutinsky**, who brings a wealth of startup, mid-size and large company perspectives to his teaching.



Nobody puts **Diane Pierson** on a shelf unless it’s Shelftacular!, the wire shelf cover business she started. In addition, Diane has delivered more than \$100 million in revenue to SaaS, publishing and big data companies including Dun & Bradstreet, LexisNexis and InfoGroup.



**Mark Stiving**, the doctor of pricing, has more than 20 years of experience helping companies create and implement new pricing strategies that help them build the right product and capture more from the value they create.

