

LASHAE TANIMAWO

Product Marketing Manager | GTM Strategy | Positioning & Messaging | B2B SaaS & AI Products
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PROFESSIONAL SUMMARY

Product Marketing Manager with 5+ years translating complex technical products into clear buyer value. Co-Founder & CMO of Nova AI Ops (B2B SaaS), where I built the complete GTM foundation from zero ICP, positioning, messaging hierarchy, and sales enablement with no team or playbook. Grew a 600K+ cross-platform audience applying the same PMM loop in public: identify the buyer, diagnose the pain, craft the message, iterate. Hands-on daily user of Claude, ChatGPT, and Perplexity for AI-assisted PMM workflows. Ready to bring proven GTM execution to a team where product marketing drives the narrative.

AREAS OF EXPERTISE

Product Marketing • Product Positioning • Go-to-Market Strategy • ICP Identification & Customer Insight • Messaging & Narrative Development • Market Research & Competitive Positioning • Product Launch Strategy • Technical Product Communication • Cross-Functional Collaboration • Product Storytelling • Growth Strategy • Sales Enablement • Win/Loss Analysis • Pricing & Packaging • Category Creation • Revenue Funnel Optimization • Organic GTM

PMM PORTFOLIO PROJECTS

Nova AI Ops GTM From Zero | Co-Founder & CMO • B2B SaaS Startup | Platform demo: [NOVA AI Marketing Hub](#)

- Defined ICP through structured SRE discovery; distilled to one sentence "companies where downtime directly costs their customers money" aligning product, sales, and investor messaging
- Built full positioning framework, messaging hierarchy, and value prop from scratch competing against PagerDuty, Datadog, and OpsGenie
- Produced investor narrative, sales deck, talk tracks, and objection guides as sole marketing hire with no existing team or playbook

Clay Positioning Analysis | Portfolio Project • Positioning Analysis

- Defined ICP as revenue teams bottlenecked by manual research; proposed messaging: "Stop researching. Start growing." Mapped use-case library to accelerate GTM engineering category creation

Canva Enterprise Expansion Analysis | Portfolio Project • B2B Market Expansion

- Identified consumer-to-enterprise positioning tension; recommended "brand consistency without the bottleneck" targeting marketing leaders; mapped PLG to PLS motion via creator-led content

PROFESSIONAL EXPERIENCE

Co-Founder & CMO | Nova AI Ops • B2B SaaS Startup | 2025 - Present

- Owned full GTM function ICP, positioning, messaging, launch strategy, competitive intelligence, and sales enablement built from zero with no existing team or playbook
- Deployed AI-assisted workflows daily: Claude and Perplexity for customer discovery synthesis and messaging iteration; Canva AI and CapCut AI for campaign content; HubSpot and Google Analytics for pipeline tracking

Content Creator & PMM Strategist | Multiple Platforms | 2020 - Present

- Grew 600K+ community applying the PMM loop publicly buyer research, pain identification, message testing, iteration zero paid budget: managed production using CapCut AI, Canva, and Notion

MARKET & PRODUCT INSIGHT

- Identify positioning gaps competitors cannot fill; build category narratives that make new solutions feel inevitable
- Translating customer pain into profit. Diagnosing the business cost of a problem before designing the message
- Conduct win/loss analysis and competitive teardowns to surface positioning asymmetries that close deals faster
- Apply ICP-first strategy across every GTM motion: if sales can't say it in one sentence, the market won't either

EDUCATION

Associate's Degree | Business | Houston City College | In Progress | Expected 2027

Bachelor's Degree | Marketing | In Progress

MBA | Marketing + Technology Management | Planned

Planned ongoing professional development in Product Marketing, GTM Strategy, and AI product development

TECHNICAL PRODUCT UNDERSTANDING

LLMs: Translate "language model" into buyer outcomes answers, not search results

Prompt Engineering: Daily practice; bridges AI capability with non-technical buyer language

AI Agents: Differentiate AI that responds vs. AI that acts critical for enterprise sales messaging

AI Trust & Safety: Understands the real enterprise AI adoption blocker; messages through it credibly

AI-Assisted Workflows: Claude • ChatGPT • Perplexity • Notion AI • Canva AI • CapCut AI

Marketing Platforms: HubSpot • Google Analytics • SEMrush • Mailchimp • Typeform • Gong • Highspot

Design & PM Tools: Figma • Canva • Google Slides • Asana • Notion