

CATHERINE NEWCOMB (Dobbins)

Denver, CO | (831) 295-0134 | catherinemnewcomb@gmail.com | [LinkedIn profile](#) | [Portfolio](#)

Self-driven marketing / communications professional laser-focused on driving cross-functional alignment. My competencies lie in marketing and content strategy, process development, market analysis, metrics-driven decision-making, and building AI agents to assist with and automate project tasks. While my career has focused primarily on Product Marketing, due to the breadth of experience and wide scope inherent in these roles, I would also be suited for roles in Content Marketing, Project Management, Compliance and GRC, and Corporate Comms.

WORK EXPERIENCE

SR PRODUCT MARKETING MANAGER | Cloudflare

12/2022 – 05/2026

- Led launch strategy and cross-functional project management for the Application Security pillar of Cloudflare's AI Security Suite campaign, aligning product marketing, creative, enablement, and executive stakeholders around a unified market narrative that influenced \$21M in pipeline
- Directed launch operations and strategy for a major AI security product release, coordinating 30+ stakeholders across product, creative, communications, sales enablement, and partner marketing to deliver integrated launch assets, training, and customer-facing stories.
- Served as the lead PMM for Application Security analyst relations, securing Cloudflare's designation as the top-scoring vendor in the 2025 Forrester WAF Wave, among many other reports during my tenure.
- Launched a first-of-its-kind at Cloudflare "risk assessment" program, beginning with the PCI DSS 4.0 Compliance Risk Assessment and followed up by the API Risk Assessment program, providing free, high touch engagements with customers and drive growth for low adoption products.
- Defined global messaging strategy and authored high-impact content, including major security research reports, web copy, blogs, whitepapers, and product briefs.
- Delivered technical sales enablement and onboarding; acted as product expert for strategic customer engagements and executive briefings.

PRODUCT MARKETING MANAGER | Varonis Systems

06/2022 – 12/2022

- Spearheaded the GTM strategy and product positioning for the privacy and compliance portfolio, while expanding Varonis' market footprint within US Federal civilian and Department of Defense (DoD) agencies.
- Created compliance mappings and assessed Varonis' ability to help customers achieve standards set out in frameworks including NIST 800-53, NIST 800-171, state-specific data protection laws, CMMC, PCI DSS, HIPAA, GDPR, and others.
- Collaborated cross-functionally with other marketing teams to drive upsell and new business, and authored audience-specific technical content such as datasheets, white papers, and regulatory compliance mappings.

PRODUCT MARKETING MANAGER | F5 Inc, San Jose, CA

04/2021 – 06/2022

- Led go-to-market strategy and communications for F5's encrypted security solution.
- Equipped global sales teams and channel partners with the technical training, playbooks, and competitive intelligence needed to identify opportunities and accelerate deal velocity.
- Developed product positioning for new and existing use cases by researching customer challenges, working closely with product management, and determining product value for both enterprise and US federal buyers.
- Produced product collateral including datasheets, white papers, blogs, social media posts, and webinars.
- Delivered top webinar on blocking common ransomware attack vectors using encrypted threat protection, which resulted in the highest marketing-sourced pipeline (MSP) and in bookings for a single webinar of all F5 webinars in 2021.

TECHNICAL WRITER | F5 Inc, San Jose, CA

06/2019 – 04/2021

- Researched, structured, and developed customer-facing product documentation and in-product communications for complex network security solutions, partnering closely with product management and engineering to improve clarity, usability, and user adoption.
- Collaborated with product management and product engineering to document key user workflows, identify challenging user experiences, and solve for them with both documentation and product enhancements.

TECHNICAL AND MARKETING SKILLS

- LAUNCHES & COMMUNICATIONS: Launch Strategy | Cross-functional Program Leadership | Narrative Development | Integrated Campaign Planning | Brand & Product Storytelling | Stakeholder Alignment | Analyst Relations
- MARKETING & GTM: Product Positioning | Market Research | Competitive Intelligence | Content Strategy | Demand Generation
- TOOLS: Figma | OpenCode | Gemini (including custom Gems) | Cloudflare Workers AI / AI Gateway | Salesforce | Tableau | Camtasia
- LANGUAGES: CLI | Python | CSS | HTML | XML | DITA | Spanish (15 years)

EDUCATION

B.A. in English, B.A. in Communication | Santa Clara University, CA

Magna Cum Laude, President of SCU's chapter of Lambda Pi Eta (National Communications Honors Society), member Sigma Tau Delta (International English Honors Society)