

# Peter Pizzi, MBA, MS, BS, PMP

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## Senior Product, Marketing, GTM & CX Leader

Senior executive who grows revenue, builds markets, and transforms customer experience at scale. P&L ownership up to \$500M across enterprise software, industrial technology, semiconductors, medical devices, and automotive markets. Consistent track record of double-digit growth, market share gains, and measurable commercial outcomes driven by sharp product strategy, disciplined GTM execution, and customer insight that reaches the boardroom. Known for building high-performing global teams, aligning product, engineering, marketing, sales, and operations around clear direction, and applying Danaher Business System (DBS) rigor to turn insight into action and action into revenue. Increasingly focused on the application of AI and data-driven intelligence to accelerate product strategy, GTM execution, and customer experience transformation.

## CORE COMPETENCIES

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Product & Portfolio Strategy | Marketing & GTM Execution | CX Strategy & Transformation | Partner & Ecosystem Strategy | Global Team Leadership | P&L Ownership up to \$500M | Brand & Narrative Design | Enterprise VoC & CX Programs | Digital Transformation | B2B / OEM / Channel Marketing

## PROFESSIONAL EXPERIENCE

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**Murata Power Solutions** | Westborough, MA

*March 2025 - Present*

### **Senior Director, Product Management and Marketing**

- Direct report to President/CEO with P&L responsibility across product, marketing, branding, technical marketing, customer service, and demand planning, building and aligning global teams around a shared commercial agenda.
- Led portfolio rationalization and global product launches across AC/DC and DC/DC platforms while advancing SiC/GaN, HVDC, and vertical-power architectures for AI, data center, and robotics markets, positioning Murata as a strategic power solutions partner for the AI infrastructure buildout.
- Led brand repositioning and digital transformation aligned to high-growth markets, strengthening GTM, partner engagement, and market presence globally.
- Accelerated next-generation platform development cycles through gated processes, cross-functional alignment, and early customer engagement enabling hyperscale design-in opportunities.
- Implemented standardized customer operations processes and a VoC-driven operating model incorporating AI-enabled tools to improve responsiveness, demand forecasting accuracy, and customer satisfaction.

**Analog Devices** | Wilmington, MA

*Dec 2020 - Feb 2025*

### **Director, Marketing and Customer Experience (Dec 2021 - Feb 2025)**

- Built ADI's first enterprise-wide Voice of Customer and NPS program from scratch across 9 business units and 5 global regions by designing the strategy, governance model, and operating infrastructure, securing board-level adoption of NPS as a corporate KPI and delivering 72% NPS score growth and 13% overall experience improvement across a 3-year tenure.
- Reduced customer support resolution time by 25% and unlocked \$100M+ in CX-driven operational efficiencies by redesigning the global customer experience operating model and implementing closed-loop feedback processes across 8 customer touchpoints spanning website, order fulfillment, sales, technical support, and distribution.
- Translated 15,000+ customer verbatims and 5,000+ survey responses per study cycle into prioritized action workstreams, cross-functional owner networks, and executive reporting infrastructure that connected VoC directly to portfolio decisions and business outcomes at board level.
- Built a multi-channel VoC measurement system using Qualtrics, implementing continuous transactional feedback across the ecommerce platform, thought leadership content, and support interactions alongside annual relational studies spanning 6 customer personas and multiple geographies across a 3-year program.
- Directed teams across marketing, analytics, and digital experience, strengthening leadership depth and cross-functional capability globally.

### **Director, Marketing and Customer Enablement (Dec 2020 - Dec 2021)**

- Built and executed a co-sell and co-marketing GTM motion with Arrow Electronics across 3D vision, machine health, connectivity, and energy storage solution platforms, generating \$200M+ in CRM-tracked pipeline and \$60M+ in design wins within 12 months.
- Developed ecosystem engagement models, evaluation platforms, and reference designs that removed barriers to adoption and accelerated customer design-in across multiple emerging application areas.
- Transformed the partner alliances program and co-developed the future solutions roadmap with Arrow Electronics across industrial Ethernet, BMS, and FPGA power applications, sustaining \$100M+ in partner-sourced revenue and expanding ADI's solutions pipeline into emerging application areas.

**Philips** | Bothell, WA

May 2019 - June 2020

### **Senior Director, Product Management and Marketing, General Imaging Ultrasound**

- Drove \$50M in revenue growth and 5+ points of market share gain on a \$500M P&L through product launches, demand generation, and quality improvements while leading global product, marketing, clinical, and field teams.
- Delivered major releases of the Epiq and Affinity ultrasound series and developed the business case for the Compact 5000 series by aligning global product, clinical, and commercial teams, expanding the addressable market and strengthening competitive positioning in general imaging.
- Created clinically grounded value propositions and sales enablement materials and shaped product and marketing presence at global medical congresses, improving field win rates and buyer confidence.

**Microsoft Corporation** | Redmond, WA

2014 - 2019

### **Senior Manager, Partner Strategy and GTM, Business Applications (2018 - 2019)**

- Led partner ecosystem strategy for the \$2B+ global Business Applications business, driving 25% pipeline overachievement and 20% partner-led revenue growth through prioritized recruit, build-with, and co-sell motions.
- Aligned ISVs, SIs, and cloud partners to Microsoft's strategy, accelerating cloud adoption and strengthening competitive differentiation across priority verticals.
- Built enterprise value propositions, industry narratives, and sales enablement tools that improved win rates and expanded market penetration across priority verticals.

### **Senior Manager, Partner Marketing (OEM) (2015 - 2018)**

- Generated \$80M in incremental revenue from an \$8M MDF portfolio with 3-4x run-rate increases across priority device categories by leading the SMB go-to-market launch of Windows 10 Professional across the US OEM and channel ecosystem.
- Orchestrated high-impact co-marketing campaigns with Intel, Lenovo, Dell, HP, and key resellers including the Accelerate Your Business program, driving 50K+ SMB leads, CTR up to 16x industry benchmark, and \$50M in incremental software revenue.

### **Senior Manager, Customer and Product Experience Strategy (2014 - 2015)**

- Led CX and digital transformation across Microsoft's Online Advertising ecosystem, delivering a 30-point CSAT lift, 10-point NPS gain, 40% improvement in payout success, and 25% reduction in customer support calls.
- Redesigned the customer experience operating model by building journey maps, capability maturity models, and a cross-functional operating framework, aligning Engineering, Finance, Legal, Sales, and Operations around shared customer outcomes.
- Modernized commerce infrastructure and operational processes by driving cross-functional alignment across conflicting stakeholder priorities, improving platform reliability and advertiser satisfaction at global scale.

**Fluke Corporation (Danaher)** | Everett, WA

2011 - 2014

### **Global Business Unit Leader, Industrial Power Quality and Energy**

- Delivered \$30M+ in revenue growth and 12 consecutive quarters of expansion by applying Danaher Business System (DBS) tools including daily management, kaizen, and funnel management to drive operational discipline and commercial execution.

- Led two major global product launches, the Fluke 1730 Energy Logger and 430 Series II, both exceeding financial targets by 25% through full launch cycles from development through worldwide commercialization.
- Developed product positioning, channel messaging, and sales tools that clarified value for industrial customers and strengthened distributor engagement globally.

**Philips** | Andover, MA

2006 - 2011

**Senior Manager, Marketing and Customer Experience**

- Designed and led Philips' first enterprise-wide global CX and NPS transformation across Healthcare, Consumer Electronics, and Lighting by partnering with Bain and Company to deploy a unified Voice of Customer program across multiple continents, establishing the measurement infrastructure, governance model, and closed-loop processes that elevated customer loyalty globally.
- Built the commercial performance foundation for CX at Philips by creating a repeatable global operating model for NPS measurement and action planning, enabling sustained improvements in customer retention and satisfaction across three major worldwide business divisions.

**Services Product Manager (2006 - 2008)**

- Developed business requirements, global GTM plans, and value propositions for remote and digital service offerings and OEM service contracts across the General Imaging and Cardiovascular ultrasound portfolios.

**Bose Corporation** | Framingham, MA

2001 - 2006

**Engineering Project Manager and Product Development Program Manager, Automotive Systems**

- Led development and launch of the first-generation Bose Media System for Ferrari and Maserati by serving as the primary interface between Bose and global OEM partners across multi-year, high-visibility programs.
- Delivered custom automotive audio programs for Nissan, Honda, and Mazda by coordinating global engineering, acoustics, software, manufacturing, and quality teams across multi-year international OEM programs.

**EDUCATION & CREDENTIALS**

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**MBA, Marketing:** Suffolk University

**MS, Engineering Management:** Tufts University

**BS, Mechanical Engineering Technology (Honors):** Northeastern University

**Project Management Professional (PMP):** Project Management Institute (PMI)

**CX & NPS Certification:** Bain & Company | NICE Satmetrix

**Executive Education:** Kellogg School of Management (Digital Marketing) | Harvard Business School (Digital & Social Strategy) | Dale Carnegie (Executive Communication & Leadership)

**Guest Lecturer & Mentor:** Tufts University Gordon Institute