

Robert Saucedo

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SUMMARY

- Product marketer with 14 years in Microsoft's ecosystem, combining deep M365 and Azure expertise with hands-on experience translating complex cloud solutions into compelling go-to-market strategy and customer-facing narratives.
- Proven record of driving measurable impact: led integrated marketing programs that accelerated pipeline growth, owned field feedback systems that surfaced actionable customer insights (4.9/5 CSAT, 30% YoY engagement growth), and founded Lumio Technologies to deliver structured M365 adoption programs.
- Recognized for cross-functional leadership, sales enablement, and bridging marketing, engineering, and field teams to sharpen positioning, improve product readiness, and execute campaigns that move customers through the funnel.

PROFESSIONAL EXPERIENCE

LUMIO TECHNOLOGIES, LLC.

FOUNDER

09/2025 – PRESENT

Lumio Technologies is a Microsoft 365 training and adoption consultancy helping organizations maximize productivity, collaboration, and hybrid work efficiency.

- Developed value proposition and messaging framework for M365 adoption programs targeting SMB and mid-market organizations navigating hybrid work transitions.
- Owned full marketing lifecycle — brand identity, content strategy, and customer acquisition — building a presence that established credibility and drove inbound interest.
- Created and distributed product-education content, including 90-second video tutorials and hands-on materials, to accelerate feature adoption and reduce customer time-to-value across Teams, SharePoint, OneDrive, and the broader M365 suite.

MICROSOFT

MARKETING PROGRAM MANAGER

06/2023 – 05/2025

Microsoft is a global technology leader with 220,000+ employees and \$200B+ annual revenue, serving enterprise and consumer markets worldwide.

- Designed and managed a structured field feedback program that surfaced actionable customer insights, achieving a 4.9/5 CSAT and 30% YoY growth in engagement — directly informing program improvements and executive communications.
- Directed a 6-person vendor and development team to manage 5,000+ annual field requests, ensuring consistent SLA adherence and high-quality delivery across global marketing programs.

- Developed executive-ready reporting and communications that translated program health, performance metrics, and field trends into clear narratives supporting data-driven marketing decisions.
- Owned Azure DevOps sprint planning, converting stakeholder priorities into actionable backlogs, sequencing work for maximum throughput, and improving delivery predictability.
- Led weekly cross-functional ROB meetings to track milestones, resolve blockers, and realign priorities — improving transparency and accelerating execution across marketing, engineering, and operations teams.
- Escalated and resolved critical field issues and service outages, coordinating with engineering and operations partners to minimize business disruption and restore service quickly.

INTEGRATED MARKETING PROGRAM MANAGER

05/2022 – 06/2023

- Led cross-functional integrated marketing campaigns for cloud solutions, developing messaging frameworks and field-ready materials that improved partner engagement and accelerated time-to-market.
- Supported go-to-market execution for new product and feature releases, aligning positioning across marketing, sales, and engineering to ensure consistent customer-facing narratives.
- Built and maintained sales enablement assets and field playbooks, equipping seller teams with the tools and messaging needed to drive cloud solution adoption.
- Streamlined campaign performance reporting using Power BI, enabling real-time visibility into pipeline impact, ROI, and optimization opportunities.
- Collaborated with sales and engineering teams to align messaging, surface customer insights, and drive adoption of new cloud solutions.

ASSISTED SALES MANAGER

03/2020 – 05/2022

- Led a team of 5 in the Lead Distribution Sales Program, securing 451% of Cloud LTV FY21Q4 goal through pipeline accuracy audits, seller engagement, and disciplined coaching.
- Used Power BI and Excel to analyze sales data, coach team performance, and identify growth opportunities — contributing to 3% YoY growth in cloud pipeline.

ROTATIONAL PROJECT MANAGEMENT ASSIGNMENT

01/2020 – 03/2020

- Led a pilot project capturing video feedback from retail stores, enabling engineers to improve product design based on real-world insights.
- Collaborated with HQ Support to develop scalable solutions aligned with leadership expectations.
- Authored public-facing articles for the Windows Community, enhancing user education and product engagement.

LEARNING SPECIALIST

10/2018 – 03/2020

- Developed learning strategies and field readiness programs for retail teams, improving consistency and product knowledge across stores.
- Built centralized tracking systems for training execution, improving visibility and prioritization across the organization.
- Recognized as "Impact Player of the Quarter" for leadership and coaching contributions.

SERVICES ADVISOR

02/2011 – 10/2018

- Served as lead point of contact for high-priority support and business consultations, consistently ranking top three regionally in M365 seat sales.
- Standardized procedures and improved documentation adopted company-wide, improving service consistency and team performance.

NATIONAL FOOTBALL LEAGUE (NFL)

GAME OPERATIONS - STILL PHOTO TECHNICIAN (CREW CHIEF)

07/2018 – 05/2022

The NFL is the premier professional football league in the US, with 32 teams and \$18B+ annual revenue.

- Led a team of 3 technicians supporting game-day operations, ensuring seamless setup and distribution of Microsoft Surface tablets to coaches and players.
- Coordinated weekly with NFL IT, Microsoft, and DVSPORT to align on operational updates and resolve system performance issues under high-pressure conditions.

EDUCATION

BACHELORS DEGREE | UNIVERSITY OF ARIZONA GLOBAL CAMPUS

Major: Business Information Systems

CORE SKILLS

Product Positioning & Messaging, Content Strategy, Sales Enablement, Go-to-Market Execution, Product Launch Management, Customer Segmentation, Competitive Analysis, Field Readiness, Program & Project Management, Cross-Functional Collaboration, Agile Methodologies, Sprint Planning (Azure DevOps), Stakeholder Communication, Executive Reporting, Rhythm of Business (ROB) Facilitation, Customer Feedback Programs, SaaS & Cloud Technologies, Microsoft 365 Suite (Teams, SharePoint, OneDrive, Exchange), Data Analysis (Power BI, Excel), Marketing Operations, Pipeline Hygiene Audits, Issue Resolution Enablement