

MEGAN HELMS

Cincinnati, OH | 513.850.9500 | helmsmegank@gmail.com | [LinkedIn](#)

VP-LEVEL MARKETING & INNOVATION LEADER

Strategic, data-driven marketer with 17+ years of experience leading brand, product, and growth marketing across DTC and B2B2C environments. Proven track record of scaling \$200M+ portfolios, launching design-forward products, and driving double-digit revenue growth through integrated campaigns. Builder of high-performing, cross-functional teams that blend creative storytelling with rigorous testing, lifecycle marketing, and channel optimization.

Highlights & Wins

- **Led GTM for a new product line that generated \$6M in revenue in 6 months** with strong gross margin performance.
- **Managed \$200M ARR product portfolio**, improving category profitability and driving new product adoption.
- **Directed omnichannel campaigns** that combined email, digital, referral, and field marketing strategies.
- **Hold 15 (and counting) patents** related to product innovation in hygiene and facility services.
- **Championed DEI leadership** through leading of WAVE (Women Adding Value Everywhere) BRG programming.

Core Competencies

Growth & Acquisition Strategy | Lifecycle & CRM Marketing | Product Positioning | Full-Funnel Optimization
Brand Storytelling | Omnichannel Campaigns | GTM Leadership | Team Building & Mentorship
Partnership Development | P&L Ownership | Performance Analytics | CX & Retention Strategy

Professional Experience

Innovation & GTM Consultant (Freelance) | 2025 – Present

- Advising SMBs on scalable growth through product innovation, GTM strategy, and performance marketing.
- Focus areas include customer experience optimization, brand storytelling, and rapid prototyping.
- Building a personal POV around “cutting through innovation theater” and delivering measurable business impact.

Director of Product Marketing & GTM Strategy

Cintas Corp, Mason, OH | November 2022 – Present

- Accelerated cross-functional execution by establishing a scalable operating rhythm, introducing planning cadences, launch gates, and feedback loops that improved speed and accountability across departments.
- Increased field conversion rates through the development of persona-based enablement content, objection handling tools, and vertical-specific sales plays aligned to roadmap priorities.
- Strengthened product-market fit and pricing strategy by leading VOC research and competitive analysis, influencing packaging, positioning, and GTM alignment in executive forums.
- Improved early-stage product adoption and brand credibility by launching targeted multichannel marketing campaigns across search, social and web & exploring influencer partnerships.
- Enhanced revenue alignment across the business by partnering with divisional leaders to define vertical product strategies and unify execution between Product, Sales, and Operations.
- Drove clarity and consistency across GTM efforts by translating complex roadmaps into strategic narratives, messaging frameworks, and customer-centric value propositions.

Senior Product Development Manager
Cintas Corp, Mason, OH | December 2020 – November 2022

- Generated \$6M+ in first 6 months by launching Branch & Vine, a premium restroom line, through full-cycle ownership from gap analysis to national commercialization.
- Reduced time-to-market and cross-functional friction by coordinating rapid SKU development and deployment across Product, Engineering, Supply Chain, and Sales.
- Improved portfolio profitability and sales focus by removing underperforming SKUs and realigning the product offering based on performance, adoption, and strategic fit.
- Enabled faster ramp-up and stronger pipeline velocity by delivering launch playbooks, training content, and dashboards customized to field roles.
- Informed future pricing and innovation priorities by conducting real-time competitive and market analysis tied to roadmap and go-to-market strategy.

Product Development Manager
Cintas Corp, Mason, OH | April 2017 – December 2020

- Drove growth across a \$200M product portfolio by managing lifecycle strategy for hygiene products in high-compliance industries, ensuring consistent value delivery and operational efficiency.
- Balanced innovation and regulatory compliance by executing roadmap strategies that prioritized customer experience while meeting industry requirements.
- Reduced supply chain risk and improved cost structure by localizing a European product line, sourcing domestic vendors, and preserving customer expectations.
- Enabled timely, regional sales execution by coordinating seasonal launch cycles, ensuring compliance messaging, and producing tailored sales support assets.
- Guided roadmap direction and pricing decisions by analyzing service data, sales trends, and customer feedback to identify and act on unmet needs.

Early Career Progression

Assistant Product Development Manager, Cintas Corp, Mason, OH	June 2014 – April 2017
Associate Apparel Designer, Cintas Corp, Mason, OH	April 2012 – June 2014
Merchandising Database Associate, Cintas Corp, Mason, OH	May 2007 – April 2012

Education

Bachelor of Business Administration in Marketing, 2010-2014 | Thomas More University, Crestview Hills, KY

Certifications

Digital Marketing Certified	DMI/AMA
Six Sigma Green Belt	Cintas
Innovation Engineering Blue Belt	Eureka Ranch

Technical Skills & Tools

Paid Media Platforms: Meta Ads, Google Ads, YouTube Ads (team-led execution with strong strategic oversight)
CRM & Lifecycle Marketing: Microsoft Dynamics, Salesforce CRM; HubSpot (familiarity with features and workflows)
Email & Marketing Automation: SendGrid, Blue Hornet, Klaviyo (basic knowledge)
SEO & Digital Analytics: Google Analytics/GA4, Looker Studio dashboards;
Social Media Management: Sprout Social (daily hands-on management and campaign reporting)
Data Visualization & BI: Power BI, Tableau (working knowledge); Looker Studio (dashboard development)
Creative & Content: Adobe Creative Suite (collaboration with design teams)
Project & Workflow Management: Asana, Basecamp, Smartsheet, Miro, SharePoint, Agile/Scrum methodologies
Product & Asset Management: CMS platforms, PIM/DAM systems, Yunique PLM
Other Tools: ZoomInfo, Ground Truth, GitHub, ZenHub

Leadership & Advocacy Former Board Member, WAVE Women’s Business Resource Group at Cintas