

DOUGLAS M. PATTEN

Commercial Strategy Executive

Translating Technical Innovation into Commercial Success

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EXECUTIVE PROFILE

Commercial strategy executive with 20+ years of experience helping B2B technology companies transform complex products into measurable business growth. While my career began in marketing, my focus has evolved toward commercial strategy, go-to-market execution, and building repeatable growth engines that align product, sales, partnerships, and executive leadership. I partner with founders, executive teams, and engineers to commercialize AI, enterprise SaaS, cybersecurity, blockchain, data platforms, and developer technologies across North America and Europe.

SELECTED BUSINESS RESULTS

- Tripled SaaS revenue through platform repositioning and enterprise GTM execution.
- Generated approximately \$500K ARR following a major product relaunch.
- Contributed to approximately \$12M annual revenue growth.
- Helped drive approximately 75% revenue growth through strategic partnerships.
- Led commercial initiatives across North America and Europe for more than 14 years.
- Published author on AI, prompt engineering, and business communications.

EXECUTIVE LEADERSHIP EXPERIENCE

Intelligent DataWorks 2024 – 2026

Co-Founder | Chief Operating Officer; Boston, MA

Co-founded an AI workflow platform and led commercialization from concept through launch by aligning operations, product strategy, GTM execution, investor communications, and strategic partnerships.

- Defined pricing, positioning, messaging, and commercial strategy.
- Partnered with engineering to translate AI capabilities into practical customer value.

Scrivito 2019 – 2024

Senior Director of Marketing; Berlin, Germany • Wrocław, Poland

Led commercialization of an enterprise headless CMS, aligning Product, Sales, and leadership around a unified commercial strategy.

- Helped triple company revenue and generated ~\$500K ARR following relaunch.
- Expanded strategic agency relationships across Europe and North America.

Viveel 2021 – 2024

Chief Operating Officer (Originally Chief Marketing Officer); Lisbon, Portugal

Co-founded an AI-assisted smart contract platform and expanded responsibilities into operations, commercialization, partnerships, and executive leadership.

- Positioned the platform around trust and compliance.
- Built relationships with blockchain developers and audit partners.

NEEEO 2017 – 2019

Vice President of Marketing; Boston, MA

Helped expand one of New England's largest electrical distributors through strategic partnerships and market positioning.

- Contributed to approximately 75% revenue growth.
- Established partnerships with Home Depot and Lowe's.

PowerDMS 2015 – 2017

Senior Marketing Manager; Orlando, FL

Led vertical market expansion for a compliance SaaS platform through positioning and sales enablement.

- Contributed to approximately \$12M annual revenue growth.
- Helped increase new business by approximately 50%.

ADDITIONAL LEADERSHIP EXPERIENCE

Fractional Executive Advisor - Sensorberg (Berlin, Germany) and Authenteq (Prague, Czech Republic). Advised founders on commercialization, GTM strategy, positioning, and international expansion.

Earlier Leadership Roles - KnowledgeVision, peekd, VoltDB, Mobile Health Metrics, FlackShack, All American Ocean Racing, 33rd America's Cup, Jim Bender for U.S. Senate, and Carroll Enterprises.

THOUGHT LEADERSHIP

Author of “The Art of Prompt Engineering”; “Influence Unlocked”; and “The Storytelling Compass”.

EDUCATION

University of Massachusetts Lowell - B.A., Journalism & Marketing

Certificate, Multimedia Design & Communications

CORE LEADERSHIP EXPERTISE

Commercial Strategy • Go-to-Market Leadership • Revenue Growth • Product Positioning • Sales Enablement • Strategic Partnerships • Executive Communications • Technical Storytelling • AI Commercialization • Cross-Functional Leadership • International Market Expansion