

Media Contact for Apty:

Gabrielle Reitano
gabrielle@notablypr.com
909-507-9783



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Apty's Head of Product Marketing Honored with Outstanding Leadership Award

Founding Product Marketeer at Leading Digital Adoption Platforms (DAP) Provider Receives Recognition at Marketing 2.0 Conference USA

LAS VEGAS, NV, March 19, 2024 —Today, [Sonam Jain](#), head of product marketing at leading DAP provider [Apty](#), was awarded the Outstanding Leadership Award at the [Marketing 2.0 Conference](#) USA. This accolade recognizes Jain's contributions to the marketing industry, as reflected by a career spanning over a decade filled with innovation, leadership, and immense impact on her team.

Jain has held various roles, primarily focusing on Benchmarking Data, which requires collaboration and approval from multiple department heads. She has been a virtual leader in creating first-hand data-backed visualization dashboards for other sales, customer experience, and marketing leaders. Jain's talent has helped achieve a 60 percent increase in Customer Lifetime Value (CLV) and exponential increases in Annual Recurring Revenue (ARR) for past companies. As a founding product marketing manager, she has also played a critical role in launching a new Apty Go-To-Market strategy.

"Effective leadership comprises three pillars. First, it's about elevating others as we progress forward - leadership is as much about nurturing growth in others as it is about personal advancement. Second, the power of collaboration cannot be overstated. We may be individuals, but true success is achieved when we unite as a team, leveraging our collective strengths," said Jain. "However, the most crucial aspect of leadership, and what sets a leader apart, is a commitment to a learning mindset."

Jain's top achievements include transforming her career trajectory from a marketing associate to becoming the top product marketing manager of the year while at the same time leading a benchmarking data project for the company. Additionally, she launched a Product-Market Fit NorthStar with a new pricing model, unlocking half of a million dollars worth of market opportunities across 16 technology categories; she also established a marketing division for a significant industry project.

The Marketing 2.0 Conference spotlights the latest innovations and breakthroughs in the marketing and advertising industries. It features hyper-focused keynotes, panel discussions, live Q&A sessions, and networking events, allowing leaders to explore new ideas and meet new people over the course of three days. To learn more, visit <https://www.marketing2conf.com/>.

About Apty:

Apty is a leading provider of Digital Adoption Platforms (DAP) that helps organizations accelerate software adoption, enhance user productivity, and maximize software ROI. With its intuitive and user-friendly platform, Apty empowers businesses to streamline onboarding, reduce support costs, and drive digital transformation. Trusted by enterprises worldwide, Apty delivers exceptional digital adoption solutions that ensure software success.

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