

WENDY CHAN

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Marketing Leader | Product Marketing, GTM, Brand & Integrated Campaigns

SUMMARY

Full-stack marketing leader with 10 years of experience across mobility, LiDAR, medical devices, hardware, and emerging technology. Translates complex products and ideas into clear positioning, integrated campaigns, launch strategies, customer experiences, and sales enablement. Known for connecting Product, Sales, Marketing, PR, partners, and executive stakeholders to build credible narratives and execute high-impact programs in fast-moving environments.

EXPERIENCE

Marketing & Communications Manager Pebble Mobility, Inc. Fremont, CA March 2025 – July 2025

- Led zero-to-one marketing and communications for a Series B mobility startup, translating a complex hardware-software platform into customer-facing positioning, launch narratives, sales materials, and executive messaging
- Led GTM execution for the company's first paying-customer launch, bringing approximately 175 attendees together and aligning Product, Sales, Customer Success, PR, and external partners across strategy, event execution, media outreach, and customer storytelling
- Built market credibility through launch strategy, executive communications, media coordination, and award submissions, contributing to two 2025 MarCom Gold Awards for product launch and integrated campaign work
- Developed positioning, website content, launch collateral, and field marketing assets supporting enterprise conversations across mobility, transportation, and technology audiences

Founder | INBRND | Career Education & Narrative Platform 2026 – Present

- Founded INBRND, a career education platform helping professionals turn their experience into clearer positioning, stronger narratives, and more intentional career decisions
- Created and launched Career as a Brand System™, an original workshop and workbook experience combining guided reflection, narrative strategy, partner exercises, and a tangible 30–60-day action plan
- Produced three Bay Area workshop editions through Fremont Tech Week, SF Design Week, and AAF San Francisco, including a sold-out session and a separate cohort with 100% registered attendance; participant feedback described the experience as thoughtful, premium, and actionable ([Case Study](#))
- Expanded programming through startup, university, and technology-community partnerships, including Santa Clara University, Innovate Bay, OUT, and additional 2026 speaking and workshop engagements

Marketing Consultant WC Consulting (Freelance) Bay Area, CA April 2024 – Present

- Advise emerging businesses and founders on positioning, website strategy, launch content, and GTM planning across technology, logistics, education, and career development
- Build messaging & digital content systems spanning websites, email marketing, audience development, & customer journeys
- Developed exploratory U.S. GTM recommendations for a smart-locker automation company, identifying priority verticals, buyer barriers, positioning opportunities, and paths to market

Marketing Communications Manager Seyond, Inc. Sunnyvale, CA Sept 2022 – Oct 2023

- Led marketing communications and GTM storytelling for a global LiDAR company serving autonomous mobility, smart infrastructure, and industrial technology markets
- Helped lead a company rebrand and market repositioning, translating technical LiDAR capabilities into buyer-facing narratives, campaign messaging, sales collateral, and executive communications
- Led CES strategy and execution across 2023 and 2024, helping generate 1,200+ leads and earn a CES Innovation Award

- Partnered with Sales, Product, executives, agencies, and international teams to align product messaging, PR, launches, events, and customer-facing content

Marketing Associate Eargo, Inc. (Med. Device, NASDAQ: EAR) San Jose, CA July 2021 – May 2022

- Supported integrated marketing and product storytelling for a medical-device company, translating regulated consumer technology into accessible campaigns, event experiences, and customer education
- Led on-site execution for CES 2022, contributing to a high-visibility brand presence that generated more than 2 million impressions
- Coordinated creative, PR, retail, and campaign assets across product launches, direct mail, awards, and brand initiatives, contributing to a Clio Health Bronze award

Channel Marketing Specialist SIIG, Inc. Fremont, CA Oct 2016 – June 2021

- Partnered with Sales, vendors, distributors, and channel partners to improve product visibility, merchandising, launch readiness, and GTM execution across multiple hardware categories
- Created sales enablement, product content, launch assets, partner communications, and promotional campaigns supporting product adoption across reseller and distribution channels
- Executed integrated launches across multiple hardware product lines, coordinating timelines, creative assets, promotions, and partner requirements with internal and external teams

Marketing Coordinator Professional Publications, Inc. Belmont, CA Aug 2015 – Aug 2016

- Managed relationships with 30+ advertising clients and vendors across placements, contracts, performance reporting, and campaign delivery
- Executed full-lifecycle email campaigns and performance reporting to support audience engagement, lead generation, and marketing decisions

THOUGHT LEADERSHIP

[NVIDIA GTC 2026 — Published Enterprise GTM Analysis](#)

- Authored “GTC 2026: The Infrastructure Era of AI,” translating generative AI, agentic AI, analytics, and infrastructure announcements into enterprise use cases, buyer implications, and GTM opportunities; featured in a B2B marketing newsletter.

RECOGNITION & LEADERSHIP

American Advertising Federation, Programs Co-Chair (2025 – Present)

Career as a Brand System™ Workshop Lead, SF Design Week and Fremont Tech Week (2026)

Gold MarCom Award - Product Launch, Pebble Mobility (2025)

Gold MarCom Award - Integrated Marketing Campaign, Pebble Mobility (2025)

CES Innovation Award, Seyond Vehicle Tech (2023)

Clio Health Bronze, Eargo Brand Campaign (2022)

EDUCATION

University of California, Davis

Bachelor of Science in Managerial Economics

TOOLS & PLATFORMS

- HubSpot, Salesforce, GA4, Tableau, LinkedIn Campaign Manager, WordPress, Canva, Adobe Illustrator, Vercel, Notion, Asana, Wix, Google Workspace, ChatGPT, and Perplexity