

## Quick facts

- ▶ **Founded**  
2008
- ▶ **HQ**  
San Francisco, CA
- ▶ **Revenue Growth**  
25% CAGR
- ▶ **Talent**  
100+ professionals
- ▶ **Proven Track Record**  
250+ engagements  
with 100+ tech firms
- ▶ **Domain Expertise**  
AI/Machine Learning  
Analytics and Big Data  
Cloud Services/SaaS  
Collaboration  
Communications  
Infrastructure  
Cybersecurity  
DevOps  
Enterprise Software  
IoT and Industrial IoT  
IT/Network Infrastructure
- ▶ **Website**  
[www.aventigroup.com](http://www.aventigroup.com)

## Product Marketing: **EXPERTISE-AS-A-SERVICE**

“The alternative workforce can be a long-term solution to tight talent markets – but only if treated strategically...Given growing skills shortages and the low birth rate in many countries, leveraging and managing 'alternative' workforces will become essential to business growth in the years ahead.” – [Deloitte 2019 Global Human Capital Trends report](#). The same research indicated that 51% of marketing organizations are utilizing alternative workforces.

This is why we founded Aventi Group – to bring the best talent strategically to support our clients’ dynamic business needs. Aventi Group is an on-demand, Silicon Valley based product marketing agency dedicated to bringing world-class go-to-market execution talent to high-tech clients.

We have an extensive team of product marketing professionals – giving you fast access to an on-demand, scalable team with broad domain expertise. Our experts have run high performance teams at every level, in every category, at every size of company, – from start-ups, to mid-sized firms, and large enterprises.

“ The Aventi Group has been instrumental in my team’s success on critical projects over the last ten years. Their command of marketing has helped to accelerate my product, competitive and content marketing initiatives. Aventi’s team of consultants consistently delivers improved results, including increased marketing ROI, more effective sales strategies and more collaborative cross functional teams. Aventi’s team leader’s patience and experience gave executives the confidence and agility to act deliberately and with purpose. ”

– **Mark Alba**, Vice President Marketing, Malwarebytes

## Our **SERVICES**



Strategy



Launch



Programs



Content



Sales  
Enablement

# World-class product marketing for high-tech clients.



## Strategy

We can help you take the next hill with solid strategic planning that will set you up for the next success.

Go-to-Market (GTM) Strategy • Marketing Plans  
Market Assessments • Competitive Analysis  
Messaging Documents • Positioning Statements  
Pricing Models • Market Research



## Launch

We have successfully launched 100s of products, services, and corporate initiatives - and can do the same for you.

New Product Launches • Marketing Programs  
Corporate Initiative Execution • Digital Marketing  
Events Management • Demand Generation  
New Service Offerings and Product Updates



## Content

Our writers, editors, and designers can quickly create compelling and effective content to meet your teams objectives.

eBooks • Blog Posts • Thought Leadership  
Infographics • Editorial Calendar • Social Media  
Landing Pages • Microsites • Solution Briefs  
Whitepapers • Video Scripts • Testimonials



## Programs

We can develop, manage, and execute marketing programs, campaigns, and events from start to finish.

Advisory Boards • Account Based Marketing  
Customer Reference Initiatives • Global Events  
Contests and Awards • Special Interest Groups  
Global Campaigns • Social Media Management



## Sales Enablement

Let us deliver content that empowers your sales teams to sell for efficiently and at high velocity.

Sales Playbooks • Live or OnDemand Training  
FAQs • Partner Collateral • Cheat Sheets  
Channel Programs • Competitive Battle Cards  
Partner Recruitment and Management

## Let's Connect

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
[Aventi Contact Form](#)  
or call **(415) 890-5434**



On-Demand Product Marketing

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