

Yuval Shiboli

Director of Product Marketing & Sales Enablement

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SUMMARY

Product Marketing leader with 15+ years in B2B SaaS, combining 10 years of direct sales experience with deep PMM expertise. I own positioning, messaging, and GTM across complex multi-product portfolios, and I build AI-powered workflows into every layer of the work. Portfolio and selected case studies at yuvalshiboli.pro.

CORE COMPETENCIES

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- Positioning & Messaging
 - Portfolio & Segment Marketing
 - AI-Powered GTM Workflows
 - Go-to-Market Strategy
 - Competitive Intelligence
 - Thought Leadership & Content
 - Sales Enablement & Onboarding
 - Product Launch Management
 - Voice of Customer Research

EXPERIENCE

Director of Product Marketing & Sales Enablement · [GeoEdge](#)

2021 – Present

Built the PMM and Sales Enablement function from scratch. Dual-product portfolio, five market segments, approximately 20-person client-facing team.

- Developed full messaging frameworks for 5 distinct buyer segments across both products, translating into segment-specific website pages, sales decks, and pitch narratives.
- Created a self-distributing industry benchmark report downloaded 10x more than prior reports, built on proprietary data and automated scoring; top-ranked industry players adopted and redistributed it publicly, generating inbound commercial conversations.
- Built the company's sales enablement operating model from zero: 2 to 3 week role-specific onboarding with measured outcomes, a searchable content library, and a formal product-to-field briefing channel.
- Launched a systematic competitive intelligence program across 6 to 7 rivals, using automated call recording trackers to surface field intelligence, resulting in a significant and measurable improvement in competitive win rates.
- Surfaced the company's security research as a market differentiator; led the public announcement of a novel attack discovery and secured a Black Hat US 2026 acceptance.
- Built an ML-based anomaly detection system for a 7-person CS team; automated data pipelines for benchmark production; integrated AI across messaging, deck personalization, multi-language documentation, and internal operations.

EARLIER ROLES

Regional Director Europe & Sales Enablement Manager · [GeoEdge](#)

2020 – 2021

Led EMEA revenue while founding the company's first Sales Enablement practice

Sales Director · [GeoEdge](#)

2018 – 2020

Enterprise accounts across EMEA, consistently above quota

Sales & BD Director · [Gryphonet](#)

2016 – 2017

New business and partnerships for a mobile app analytics startup

EMEA Senior AE / Channel Manager · [DocuSign](#)

2015 – 2016

Enterprise accounts and channel partnerships across EMEA

Sales Team Leader / AE EMEA · [ARX \(acquired by DocuSign\)](#)

2008 – 2015

IC to team lead over 7 years; key role through the DocuSign acquisition

EDUCATION

BA, Business & Marketing · Ruppin Academic Center

1999 – 2001

LANGUAGES

Hebrew: Native **English:** Full Professional Proficiency