

Bret Kerr

Boston, MA | bret.kerr@gmail.com | contextjamming.com | contextjamming.com/book/skills | substack.com/@contextjamming26

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Tulip Hiring Team

Dear Tulip hiring team,

Tulip stands out because it is not treating manufacturing AI as a back-office abstraction. You are putting modern software and AI directly in the hands of the people who run the work: operators, engineers, supervisors, quality teams, and frontline manufacturing leaders. That makes the Senior Industry Marketing Manager role much more than a content role. It is a vertical GTM ownership role: narrative, campaigns, assets, sales/BDR/pre-sales alignment, pipeline, and fast iteration in a market where the stakes are physical, operational, and global.

That is the kind of operating environment I am built for. I spent 10 years at Mimecast inside enterprise cybersecurity marketing, working across content, video, customer storytelling, sales enablement, campaigns, executive communications, and technical narrative development. The recurring challenge was to translate complex, high-stakes technology into clear buyer language, practical field assets, and credible proof for both technical and executive audiences. More recently, through ACRA Insight and ContextJamming.com, I have been building AI-native narrative and GTM systems that use Claude, OpenAI, Gemini, structured research workflows, transcript pipelines, and QA gates to turn messy source material into market POV, campaign architecture, landing-page concepts, sales narratives, and reusable content infrastructure.

The Tulip role maps directly to that trajectory. You need someone who can own an industry narrative end to end, write the campaign brief and the landing page directly, partner with sales pods, understand pipeline math, and use AI to increase output volume without producing generic content. I can help synthesize market trends, customer proof, field intelligence, and performance data into campaigns that move quickly and stay grounded in what buyers actually care about. I would be especially excited to help translate Tulip's strongest proof points - inventory turning 10x faster, gene therapies released in hours instead of weeks, craftspeople trained 5x more rapidly - into industry-specific campaigns, account-level plays, webinars, one-pagers, and executive narratives that drive demand.

One relevant proof point from Mimecast is a customer testimonial pipeline I built for GTM activation. We had strong customer interviews, but the best proof points were buried inside long transcripts and full-length videos. I used GPT to analyze transcripts, surface buyer-relevant quotes, then edited and packaged short customer clips in Seismic for SDRs and BDRs. When those clips were used in outreach, we saw roughly a 30% lift in response rates compared with similar motions that did not include the video proof point. That same proof-to-pipeline discipline maps directly to Tulip: customer wins should become industry stories, campaign assets, field plays, sales enablement, and measurable pipeline motions.

I would bring Tulip a combination of technical narrative range, AI-native operating speed, hands-on writing and production ability, and the accountability to own outcomes rather than simply complete assets. I am Boston-area based and able to support the Somerville hybrid schedule. I would be excited to help Tulip turn its AI-native manufacturing story into industry-level demand, pipeline, and market authority.

Best,

Bret Kerr