

Bret Kerr

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Senior Industry Marketing Manager | AI-Native GTM, Manufacturing Narrative & Pipeline Campaigns

Technical vertical marketing, campaign ownership, sales-pod enablement, AI workflow systems, and measurable customer-proof activation

EXECUTIVE POSITIONING

AI-native GTM and technical marketing operator with 10+ years in enterprise cybersecurity marketing at Mimecast, plus current work building research, narrative, and campaign systems through ACRA Insight / ContextJamming.com. Strong fit for Tulip: a senior IC who can own a vertical end to end, translate complex industrial and life-sciences workflows into market narratives, write the campaign assets directly, partner tightly with Sales/BDRs/pre-sales, and use AI to increase both speed and strategic surface area without lowering quality.

TULIP ALIGNMENT

Role Need	Relevant Bret Kerr Signal
Own vertical narrative, campaigns, content, and pipeline	Built cross-functional narrative and GTM systems across cybersecurity, AI, trust, sales enablement, executive communications, and customer proof.
AI-native practice, not AI curiosity	Uses Claude, OpenAI, Gemini, Claude Code, transcript pipelines, research agents, structured prompts, and QA gates as a daily production system.
Manufacturing / life-sciences vertical ramp	Demonstrated ability to rapidly learn technical categories and convert them into landing pages, narrative systems, executive POV, and campaign architecture.
GTM pod collaboration with Sales, BDRs, and pre-sales	Partnered with Sales Enablement, Product Marketing, Demand Gen, Customer Success, executives, SMEs, and field teams to produce sales-ready assets.
Pipeline and performance orientation	Built a GPT-assisted customer testimonial play that produced roughly a 30% response-rate lift when SDRs/BDRs used the clips in outreach.
Strong writing and campaign asset production	Writes and produces long-form narrative, campaign briefs, landing-page copy, webinars, one-pagers, executive scripts, and short-form social/story derivatives.

SELECTED OUTCOMES / PROOF POINTS

- **Built a GPT-assisted customer testimonial pipeline at Mimecast:** analyzed long interview transcripts, surfaced buyer-relevant quotes, edited short customer clips, and organized assets in Seismic for SDR/BDR activation.
- That customer-proof play produced **roughly a 30% lift in response rates** when reps used the clips in outreach compared with similar motions that did not include the video proof point.
- Spent **10 years inside enterprise cybersecurity marketing** at Mimecast, supporting content, video, customer storytelling, sales enablement, campaigns, executive communications, internal launches, and technical narrative development.
- Built **ContextJamming.com** as a public AI research and publishing platform, demonstrating fast-turn synthesis, microsites, technical explainers, POC pages, and AI-assisted content systems for complex markets.
- Developed Proofpoint-oriented GTM and executive narrative assets across AI/security positioning, competitive campaign architecture, innovation-center storytelling, MCP field reportage, and web production workflow concepts.
- Produced executive/customer-facing video, webinars, green-screen/studio work, event coverage, social derivatives, and field enablement media for technical and business audiences.

CORE CAPABILITIES

Industry Marketing / GTM	AI / Content / Operating System
Vertical messaging, campaign strategy, pipeline-oriented content, sales plays, landing pages, webinars, one-pagers, ebooks, account-level campaign concepts, customer proof, field intelligence, persona narratives, demand-gen inputs, sales/BDR enablement, performance readouts.	Claude/Anthropic, OpenAI, Gemini, Claude Code, transcript-to-content workflows, research agents, source-grounded synthesis, prompt systems, editorial QA gates, CMS/web publishing, SEO/AEO/GEO, video scripting, Adobe Premiere Pro, After Effects, Audition.

EXPERIENCE

ACRA Insight / Context Jamming - Founder, AI Narrative Systems & GTM Strategy | Boston, MA | 2025-Present

- Builds ContextJamming.com as a public proof surface for AI research, technical narrative, founder profiles, GTM strategy, and high-signal editorial systems for complex technology markets.
- Develops industry and category narratives for AI, cybersecurity, infrastructure, manufacturing-adjacent technology, and frontier markets, turning messy source material into structured POV, microsites, campaign pages, executive-ready copy, and launch-style assets.
- Uses frontier models and documented QA gates to accelerate research synthesis, buyer-message development, competitive framing, landing-page copy, campaign ideas, sales narratives, and multi-format repurposing.
- Creates interactive POC pages and founder-file profiles that demonstrate how brand, product narrative, market research, and AI-assisted production can become a repeatable GTM operating system.

Mimecast - AI Creative Automation Developer & Video Production / Content Lead | Global Cybersecurity | 2015-2025

- Partnered with Product Marketing, Sales Enablement, Demand Gen, Creative, Customer Success, executives, and SMEs to create technically credible assets for buyers, employees, partners, and the field.
- Translated complex security, risk, compliance, resilience, and productivity concepts into customer stories, executive narratives, webinar scripts, campaign messaging, internal communications, launch-support content, and sales enablement.
- Built repeatable workflows for creative briefs, messaging intake, narrative development, transcript analysis, review cycles, content QA, repurposing, and sales activation across global cybersecurity campaigns.
- Produced and edited video and multimedia assets for customer proof, product campaigns, webinars, leadership communications, live events, social derivatives, and field enablement.
- Directed on-camera talent, customers, executives, and SMEs in studio and on-location environments; managed interview preparation, narrative arc, production logistics, editorial direction, and stakeholder review.

Enterprise Communications / Digital Production - Earlier Career | Boston Area

- Built foundation in editorial planning, stakeholder communication, visual storytelling, brand consistency, deadline-driven delivery, and polished business-facing creative production.
- Developed the operating discipline to turn ambiguous briefs into structured messages, reviewable assets, production plans, and finished work with a high creative bar.

EDUCATION & AVAILABILITY

University/college education and equivalent professional experience in marketing, communications, digital production, enterprise technology storytelling, and AI-native GTM systems. Boston-area candidate available for Somerville hybrid schedule.