

ERIC CAPEHART

Technology-First Marketing Leader



Phone: (480) 385-8437



Email: contact@ericcapehart.com



LinkedIn: [linkedin.com/in/ecapehart](https://www.linkedin.com/in/ecapehart)

SUMMARY

Product marketing leader with 11+ years driving growth in financial services technology, spanning the full GTM lifecycle from audience identification and positioning to experimentation and scaled distribution. Experienced leading marketing teams and partnering cross-functionally with Product, Engineering, Sales, Legal, and Consumer Insights in fast-moving, high-ambiguity environments.

CORE SKILLS

Go-to-Market Strategy

Positioning & Messaging

Competitive Intelligence

Audience Segmentation

A/B Testing & Experimentation

Lifecycle & CRM Marketing

Cross-Functional Leadership

Team Management & Hiring

Financial Products & Fintech

EXPERIENCE

Senior Director, Product Marketing | New American Funding | October 2025 - July 2026

Drove how innovation is positioned across New American Funding's growing ecosystem of technology, partnerships, and loan products.

- Led end-to-end GTM strategy for consumer loan products and proprietary technology platforms across multiple product lines, managing positioning, audience development, and distribution; managed five product marketers and coached one into a full PMM role.
- Launched NAF Link, a native point-of-sale for 4,500+ Loan Officers, and built the GTM playbook for NAF AI, a white-labeled Google Gemini platform, with Product and vendor partners, from audience identification to enterprise adoption.
- Led product marketing for NAF Insurance, including cross-sell and Loan Officer enablement, and the NAF Concierge partnership.

Associate Director, Market Strategy | Wolters Kluwer Financial Services | March 2023 - October 2025

Led go-to-market strategies for digital lending technologies, including eClosing and workflow efficiency products.

- Defined and executed GTM strategies for digital lending SaaS products, running A/B messaging experiments to identify highest-converting value propositions and integrating behavioral analytics to drive iterative campaign optimization.
- Positioned ComplianceOne Plus and SmartSign Plus for Compliance, Capital Markets, and Operations buyers with battlecards, competitive analysis, and launch enablement; led e-asset awareness and adoption through open webinars.
- Ran Voice of Customer processes, customer panels, and win/loss interviews that shaped roadmaps and pricing, owned pricing strategy for the e-asset pilot launch, and presented business recaps to executive leadership.

Director of Product Strategy | Synergy One Lending | April 2021 - March 2023

Led the implementation and marketing strategy for technology product roadmaps, maximizing value across the customer lifecycle.

- Launched multi-channel GTM campaigns for a digital HELOC, generating \$15M in loan volume in six months by identifying high-fit audiences and building resonant positioning grounded in qualitative research and behavioral data.
- Developed scalable email, mobile, and sales enablement playbooks for lead generation, activation, and lifecycle conversion.
- Owned enterprise CRM platform strategy across Sales, Marketing, Operations, and IT; led Field Marketing's outreach programs.

Senior Manager, Marketing Systems and Support | Academy Mortgage Corporation | September 2015 - April 2021

Oversaw a team driving brand identity, lead management, and SaaS platform integrations for sales workflows and campaigns.

- Led marketing operations for hundreds of loan officers and referral partners, overseeing CRM integrations, behavior-driven lifecycle campaigns, and lead capture and conversion programs tied to home purchase milestones.
- Built and led a team of five, owning enterprise CRM strategy, roadmap, and data governance.

EDUCATION

MBA - Master of Business Administration | Western Governors University | 2021

BIS - Business Administration | Northern Arizona University | 2018

AI Product Marketing Expert Certification | Pragmatic Institute | 2026