

ASHLEY RAY ECKHOFF

O'Fallon, Missouri

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TECHNICAL MARKETING & PRODUCT STRATEGY LEADER

A Record of Success Driving Growth, Brand Presence, and Customer Adoption

Excels at Analyzing Customer Needs, Envisioning Product Growth, and Improving Customer Experience

AREAS OF EXPERTISE

Product Strategy & Roadmapping • Customer Relationship Management (CRM) • Enterprise Software Sales
Additive Manufacturing / 3D Printing • Requirements Gathering & Management • Technical Sales Enablement
Project Proposals & Specifications • Go-to-Market (GTM) Planning • Contract Negotiation • B2B Marketing
Live Presentations/Demonstrations • Promotional Material & Product Collateral • Market Analysis & Competitive Positioning
Cross-Functional Team Leadership • Analytics • Event Planning & Execution • Technical Writing • Pipeline Generation
Data-Driven Decision Making • Strategic Partnerships & Alliances • Revenue Growth & Business Development
Digital Channel Management • Growth Marketing Strategy & Execution

Technical Skills

Programming Languages: ANSI C • C++ • Swift • Java • Visual Basic • HTML • CSS

Operating Systems: Linux/Unix • OS X • Windows

Software: Microsoft PowerPoint & Apple Keynote • Microsoft Word & Apple Pages • Microsoft Excel & Apple Numbers
Corel PaintShop Pro • Adobe Photoshop • Camtasia • Blender • DaVinci • NX • Teamcenter • Salesforce

PROFESSIONAL CAREER EXPERIENCE

Siemens Digital Industries Software (Contractor)

2025 to Present

A business unit of Siemens AG that provides product lifecycle management (PLM), CAD/CAM/CAE, simulation, digital twin, and manufacturing operations software and services to help companies design, manufacture, and sustain products more efficiently.
http://www.plm.automation.siemens.com/en_us/

Senior Marketing Manager – St. Louis, Missouri (December 2025 to Present)

Contracted as Marketing Manager for the Product Manufacturing Engineering group concentrating on CAM and Additive Manufacturing.

- Directing marketing strategy and campaigns for product manufacturing including CAM and Additive Manufacturing
- Leading Siemens' global part manufacturing trade show presence, managing annual budgets exceeding \$200K
- Collaborating cross-functionally to prioritize part manufacturing market segments and tailor positioning strategies
- Supporting executive communication with presentations, videos, and background material

Maya Heat Transfer Technologies

2024 to 2025

An engineering-software development and services company that builds, customizes, and supports computer-aided engineering, design, manufacturing, simulation, PLM, and industrial AI/IoT solutions globally—as a top Siemens partner. <http://mayahtt.com>

Account Manager – O’Fallon, Missouri (Remote) (Apr. 2024 to Oct. 2025)

Built lasting relationships by helping customers solve their design, simulation, manufacturing, and management problems with cutting-edge software; negotiated and closed complicated deals with multiple customers, working to help them fulfill their software needs.

- Grew multimillion-dollar pipeline through targeted sales and relationship management in the manufacturing and aerospace sectors resulting in millions of dollars in new and renewal business with the average deal size being \$100k - \$200k
- Closed complex enterprise software deals worth over \$4.8M by aligning customer needs with Siemens digital manufacturing solutions
- Managed the full sales cycle including forecasting, contract negotiation, and post-sales engagement
- Partnered with presales, marketing, and technical teams to deliver coordinated go-to-market efforts resulting in 50+ actionable new prospects and opportunities
- Navigated the VAR relationship between customers and software providers fostering long-term vendor/customer trust and collaboration
- Ensured customer satisfaction through handling and coordination of issue resolution with support teams

Siemens PLM Software (Now Siemens Digital Industries Software)

2004 to 2024

A business unit of Siemens AG that provides product lifecycle management (PLM), CAD/CAM/CAE, simulation, digital twin, and manufacturing operations software and services to help companies design, manufacture, and sustain products more efficiently. http://www.plm.automation.siemens.com/en_us/

Senior Project / Marketing Manager – St. Louis, Missouri (May 2018 to Apr. 2024)

Promoted to Marketing Manager for the Manufacturing Engineering group concentrating on Additive Manufacturing.

- Directed marketing strategy and campaigns generating over 3,000 new leads for sales
- Led Siemens’ global additive manufacturing trade show presence, managing annual budgets exceeding \$200K Built Siemens’ additive manufacturing online video, podcast, and social media presence achieving over 150,000 digital interactions
- Collaborated cross-functionally to prioritize AM market segments and tailor positioning strategies
- Delivered talks, presentations, and demonstrations to hundreds of people at over 40 conferences and other large customer events presented by both Siemens and 3rd parties over a 6-year period
- Worked closely with 3rd party vendors with a budget totaling over \$3.5M to execute webinars, media buys, advertisement buys, and presence at both virtual and physical events
- Supported executive communication with presentations, videos, and background material

Senior Product Manager – St. Louis, Missouri (Feb. 2009 to May 2017) | **Product Manager** (Nov. 2004 to Feb. 2009)

Gathered customer requirements, assisted customers in trouble, supported sales with collateral, defined long-term product vision and short-term product objectives, presented product direction and demonstrations of current functionality during conferences

- Owned product strategy and roadmap for multiple CAD/EDA product lines with a collective annual revenue over \$10M
- Defined requirements, pricing, and positioning through collaboration with customers and engineering
- Directed go-to-market planning and coordinated launch activities with marketing and sales
- Partnered with R&D and technology partners to maintain competitive differentiation across 5 major industries

Early Career – EDS (Now HPE) | Unigraphics Solutions

1997 to 2004

A provider of software and consulting services to manufacturing companies.

Advanced Software Engineer– St. Louis, Missouri (Dec. 1997 to Nov. 2004)

Wrote High-end parametric CAD software in ANSI C.

- Developed software for three separate CAD applications for mechanical design and manufacturing resulting in seven years of new and continually improved capabilities

EDUCATION

University of Missouri Columbia – Columbia, Missouri

Double Major

Bachelor of Engineering in Computer Engineering (1997)

Bachelor of Engineering in Electrical Engineering (1997)