

Michal Norman

Product Marketing & Content Specialist

As a Product Marketing Specialist and Content Strategist, I work with B2B companies to build the foundation of impactful messaging and content strategies that drive growth.

From the early stages, I help shape positioning and go-to-market efforts, ensuring every strategy is tailored for long-term success.

With a focus on early-stage development, I bring deep expertise in product marketing, from positioning to market expansion.

When you work with me, you get direct, hands-on expertise—no intermediaries or outsourcing—ensuring every solution is crafted to meet your unique business needs.

About Me

Hi! I'm Michal

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Services

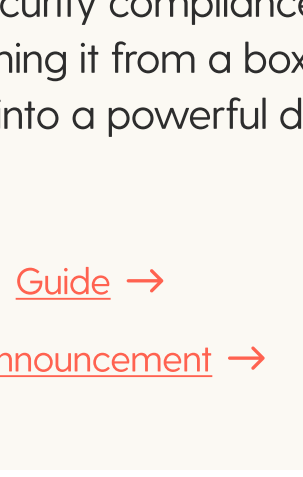


MESSAGING

- Brand Messaging & Positioning
- Strategic Messaging Frameworks
- Product Positioning
- Competitive Analysis & Differentiation

CONTENT

- Content Strategy & Development
- Copywriting & Creative Direction
- Sales Enablement Materials
- Thought Leadership & Blog Writing



PRODUCT MARKETING

- Go-to-Market Planning
- Sales Enablement
- Market Penetration Strategy
- Product Launch Support

LET'S ROLL!



Over the years, I've built a **trusted network of skilled freelancers** and can connect you with the right experts as needed.

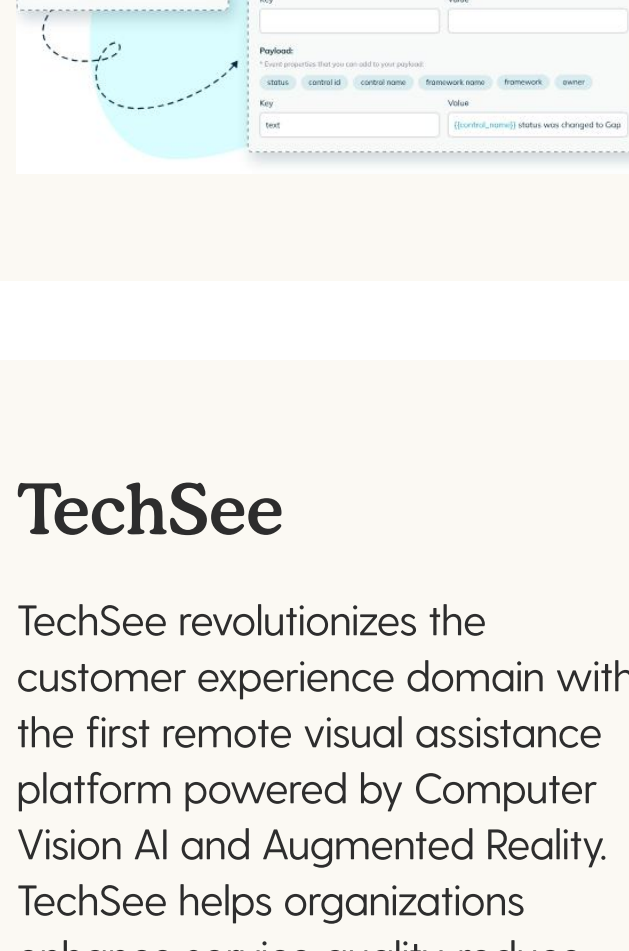
Portfolio

Anecdotes

Anecdotes is the first operating system for every stage of a business's compliance journey. It was built to reshape the way the cloud-powered world thinks about security compliance, transforming it from a box-ticking exercise into a powerful driver of growth.

[Guide](#) → [Guide](#) →

[Product Announcement](#) →



TechSee

TechSee revolutionizes the customer experience domain with the first remote visual assistance platform powered by Computer Vision AI and Augmented Reality. TechSee helps organizations enhance service quality, reduce operational costs, and improve customer experience.

[Report](#) → [Report](#) → [Case Study](#) →

[Sales Enablement](#) →



Finout

Finout simplify cloud cost management, empowering businesses to control their financial operations. Finout streamlines FinOps management with its robust features, including instant tagging, zero-fee cost optimization, and a comprehensive cost governance suite.

[Documentation](#) →



Let's Talk!