

Georganne Benesch
Freelance B2B Technical Marketing Professional

[Professional website](#) | [LinkedIn Profile](#) | 510) 334-0694 | San Francisco Bay Area

SUMMARY

Versatile B2B marketing professional with seven years of agency experience, creating thought leadership content for digital, print, and social platforms. Deep knowledge across the technology spectrum, including AI, computer vision, embedded systems, and IoT.

Proven track record developing and executing marketing content strategies that generate measurable impact. Skilled at collaborating with cross-functional teams, managing multiple stakeholders, and maintaining brand consistency across diverse content formats and audiences.

EXPERIENCE

Freelance B2B Technical Content Marketing

Self | San Francisco Bay Area (Remote) | March 2025 - Present

- Write short- and long-form content including articles, blogs, whitepapers, and solution briefs for both business and technical decision-maker audiences.
- Produce authentic thought leadership copy that translates complex technologies into practical solutions.
- Edit technical embedded solutions blogs and articles written by developers, for developers.
- Specialize in sustainable buildings, smart cities, industrial/manufacturing, healthcare, and retail/hospitality markets.

Editorial Director

IMP-SF | San Francisco Bay Area (Remote) | May 2018 – March 2025

- Led comprehensive content strategy and execution for *insight.tech*, an Intel-funded B2B content marketing platform and highly successful lead generation program.
- Wrote and edited thought leadership articles, case studies, white papers, solution briefs, website and social media copy, and newsletters tailored to audiences from C-suite executives to developers and systems integrators.
- Covered a diverse set of industries, including manufacturing, smart cities, life sciences and healthcare, retail, and hospitality.
- Managed stakeholder relationships throughout Intel's partner ecosystem, gathering insights and aligning content with business priorities while maintaining editorial quality and brand consistency.

Product Management & Marketing Consultant

Self | San Francisco Bay Area | February 2014 – May 2018

- Developed product messaging, positioning, and content development services for technology companies specializing in cybersecurity, IoT, and networking products.

- Wrote solution briefs, data sheets, battlecards, white papers, website copy, and blogs for start-ups and established companies.

Senior Product Manager

Cisco Systems | San Francisco Bay Area | 2007 – October 2013

- Launched Cisco's first IoT access points for manufacturing and process control markets, achieving 100% year-over-year growth.
- Led product marketing for the internal Cisco SMB business start-up, managing cross-functional teams through product introduction and go-to-market activities.
- Developed positioning and messaging for Ethernet switches and Wi-Fi products across markets from SMB to enterprise.

Product Management & Marketing Consultant

Self | San Francisco Bay Area | July 2003 – 2008

- Served as product marketing manager for technology companies, guiding new product positioning, content development, and launch.
- Created content including web copy, brochures, and other collateral.

Previous Experience

Executive and individual contributor product management and marketing positions at leading technology companies including Cisco, Proxim, and Netopia.

AREAS OF CONTENT EXPERTISE

Technologies: IoT, AI, computer vision, edge computing, embedded systems, networking

Content Types: Blogs, editorial articles, whitepapers, case studies, solution briefs, data sheets

Audiences: C-suite executives, technical decision-makers, software and hardware developers, systems integrators, OEMs, ISVs

Industries: Smart cities, commercial real estate, industrial and manufacturing, healthcare, retail, and hospitality

EDUCATION

Bachelor of Arts in Psychology

University of California, Santa Cruz
