

Rosheen Ahner

Product Marketing Manager

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ABOUT

Product marketing leader who turns complex software into clear, confident decisions for the people who buy it and the teams who sell it. Positioning, launches, competitive intelligence, and enablement, grounded in ten years of beauty and wellness industry experience as a licensed cosmetologist and former studio owner. Clarity is the growth strategy.

CORE FOCUS

Positioning and messaging · Go-to-market launches · Sales enablement · Competitive intelligence · Customer research and insight · Demand generation · Content and editorial strategy · Brand building

EXPERIENCE

Product Marketing Manager

Meevo by Millennium Systems International · 2026 to present

Owns go-to-market strategy, positioning, competitive intelligence, launch assets, and sales enablement for salon, spa, and medspa software.

PR & Content Marketing Manager

Vagaro · 2024 to 2026

Shaped product narratives, launch content, thought leadership, and customer stories for beauty and wellness businesses. More than 50 published pieces, plus contributions to the website redesign, customer case studies, podcast development, and advertising campaigns.

Demand Generation Manager

AlphaSense · 2022 to 2024

Led segmented campaigns, webinars, nurture programs, and reactivation strategies for an AI powered market intelligence platform.

Founder, Practitioner, Operator

Beauty studio owner and licensed cosmetologist · earlier chapter

Built a service business from the customer outward, developing practical fluency in trust, retention, operations, and brand experience.

Marketing and Brand Consultant

Innerart Academy · independent work

Led brand evolution, website design, offer clarity, and local advertising placements for a long standing San Jose art academy.

LICENSES

Licensed Cosmetologist, State of California

Summary of [linkedin.com/in/rosheen](https://www.linkedin.com/in/rosheen), updated September 2026.