MongoDB World 2022

Investor Session: Marketing Update

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Personal Intro: Developer Oriented Marketer

'95-'06
- Symantec
- Sun Microsystems
- MontaVista

'06-'09
- Pure Networks
- Cisco

'09-'13
- cloud.com
- Citrix

'13-'16
- Cisco

'17-'21
- Amazon Web Services (AWS)

'21-now
- MongoDB
Everything has evolved...

Architecture: Monoliths ➔ Microservices

Compute: Physical ➔ Virtual ➔ Serverless

Network: Physical ➔ SDN ➔ 5G/6G

Interface: Desktop ➔ Web ➔ Mobile/Edge

But the data layer hasn’t fundamentally changed
MongoDB’s challenge: there’s a difference between being well known and being known well.
Our two biggest opportunities are correcting outdated **perceptions** of MongoDB among some developers and increasing overall **awareness** among ITDMs.
So, what are we going to do about it?
Lead with customer stories
Execute a holistic content strategy

- Practitioner level content
- CxO thought leadership campaign
- Press and Analyst
- Community content
- Social
Create a network effect through community champions
You may have noticed that we’ve replaced the term “Application Data Platform” with “Developer Data Platform” as our moniker - why?
Emphasizes the importance of developer empowerment, which is the next big priority in enterprise tech

Stays true to our roots of solving developer friction and being from developers, for developers

Is preferred by the audience: 91% of developers and 81% of ITDMs expressed willingness to try