



MongoDB World 2022

Investor Session: Marketing Update

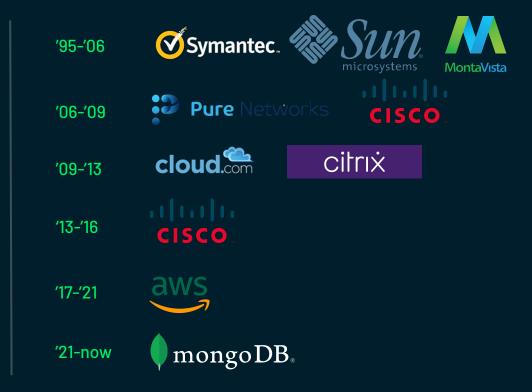


Peder Ulander CMO

Personal Intro: Developer Oriented Marketer



Peder Ulander
Chief Marketing Officer





Everything has evolved...



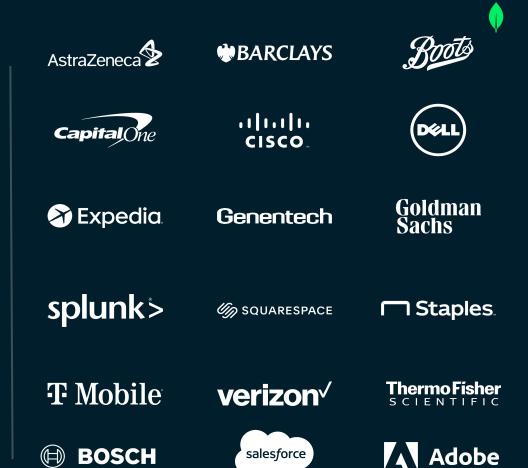
But the data layer hasn't fundamentally changed

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Our two biggest opportunities are correcting outdated perceptions of MongoDB among some developers and increasing overall awareness among ITDMs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 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



Arkadiusz Borucki
Principal SRE Database
Engineer

Munich, Germany



Chris Dellaway
Senior Web Infrastructure
Engineer

& Waterloo, ON, Canada



Dani Monteiro

Data Consultant

♣ Brazil



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Jai Hirsch
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Leandro Domingues
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Lina Lora
Senior Software Engineer

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Malak Abu Hammad
Lead Web Developer

& Zarqa, Jordan



Michael Höller
Solution Architect, Scrum
Master, Backend Engineer

Bad Urach, Germany



Nuri Halperin Senior Solution Architect ♣ Santa Monica, California USA



Rajesh S Nair

Database Engineer

& Bangalore

You may have noticed that we've replaced the term "Application Data Platform" with "Developer Data Platform" as our moniker - why?

Developer Data Platform serves both of our audiences better, while meeting the moment when it comes to IT priorities

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

