



WELCOME

# MongoDB World 2022

## Investor Session: Marketing Update



Peder Ulander  
CMO

# Personal Intro: Developer Oriented Marketer



**Peder Ulander**

Chief Marketing Officer

'95-'06



'06-'09



'09-'13



citrix

'13-'16



'17-'21



'21-now





# 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correcting outdated **perceptions** of  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



**Hans-Peter Grahl**  
Technical Trainer & Engineer  
📍 Graz, Austria



**Jai Hirsch**  
Enterprise Data Architect  
📍 Columbia, MO



**Jay Wooten**  
CEO  
📍 Indian Harbour Beach, FL



**Leandro Domingues**  
Founder, CTO, Engineer  
📍 Sao Paulo, Brazil



**Lina Lora**  
Senior Software Engineer  
📍 Colombia



**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

