

# Jake Schaeffer

## Technical Product Marketing Manager

7 years translating complex engineering capabilities into clear positioning, launch strategies, and multi-channel programs.

I lead GTM for open-source developer platforms, web3 infrastructure, and increasingly AI teams - building the marketing function, often from scratch.

### Experience

**Sr. Product Marketing Manager (Noir, DSL)** Dec 2024 – April 2026  
**Aztec Labs** (open-source developer platform) San Francisco, CA

- Owned positioning and GTM for Noir, an open-source developer platform used in **enterprise** and **government deployments** across **600 teams** with **18M end users** ([EU digital wallet](#), [World ID](#), etc.).
- Designed and led conferences across 3 continents. **700+ attendees, 8.8/10 satisfaction**. Programmed over 50 technical workshops across AI, privacy, and web 3.
- Sent 1M+ emails** that directly led to **\$5M in purchases** during Aztec's \$60M token sale. Managed regulatory-sensitive messaging on the sale site, community interactions, and email comms.

**Sr. Product Marketing Manager** April 2023 – October 2024  
**Avail Project** (spin-off from Polygon Labs) San Francisco, CA

- Led go-to-market for a blockchain infrastructure product from **pre-seed through \$1.5B valuation**.
- Built Avail's content engine - **wrote every blog** (for 25k+ monthly readers), grew social from **0 → 300k followers**.
- Created narrative frameworks and **positioning for the sales team**.
- Replaced myself** with hires across content, community and social.

**Sr. Technical Product Marketing Manager** April 2022 – April 2023  
**Polygon Labs** (\$20B web3 B2B tooling) San Francisco, CA

- Owned end-to-end GTM for Polygon ID, a developer platform enabling portable, verifiable credentials via SDK / API.
- Moved **1,000s of enterprise teams** from trial → retention based on user research, competitive positioning, and partner feedback.
- Launch narrative contributed to a **\$1.5B increase in Polygon's market cap**. Gained 30k+ users, millions of impressions.

**Head of Marketing** October 2020 – January 2022  
**Namebase** (DNS infra, acq'd by NameCheap) San Francisco, CA

- Wrote the **developer documentation**, and led browser partnerships (e.g., DNSSEC integrations with Brave Browser).
- Developed programs to activate power users and generate organic content on social, including a **referral program that drove > 1/3 of new user acquisitions**.
- Built analytics infrastructure to process **3M events/mo**, enabling **2 A/B tests weekly**.

### Contact

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### Education

**Minerva University**  
B.S. **Computer Science** (AI & Data Science)  
B.S. **Business** (Brand Management)

Studied in a new country every semester. Member of first class (1.8% acceptance rate).

### Skills

- Developer Tools GTM
- Technical Messaging
- AI Enabled Product Development
- Sales Enablement
- Developer Education
- B2B Sales
- Experimental Design

### Tools I Like

- Claude Code
- Repl.it
- Amplitude
- Figma / Canva
- Linear
- TrueNAS

### Places I've Lived

- San Francisco, CA (current)
- Berlin, Germany
- Buenos Aires, Argentina
- Seoul, South Korea
- Hyderabad, India
- London, United Kingdom
- Dallas, TX

### Hobbies

- Brazilian Jiu Jitsu
- Guide Dog Training
- Homelabbing
- Building Accessibility Tools