

## City of Marlborough Public Meeting Posting

RECEIVED  
CITY CLERK'S OFFICE  
CITY OF MARLBOROUGH

**Meeting Name:** City Council Personnel Committee

**Date:** March 16, 2026

**Time:** 6:15 PM

**Location:** City Council Chamber, 2<sup>nd</sup> Floor, City Hall, 140 Main Street

2026 MAR 11 PM 4: 56

This meeting will be held in the City Council Chamber. Public attendance is permitted. The meeting will be televised on WMCT-TV (Comcast Channel 8 or Verizon/Fios Channel 34) or you can view the meeting live on the WMCT-TV website, <https://www.wmct-tv.com/watch>.

03-09-26 – Order No.26-1009678: Appointment of Colleen F. Marinelli to the Parks & Recreation Commission for a 3-year term to expire on February 28, 2029.

THE LISTING OF TOPICS THAT THE CHAIR REASONABLY ANTICIPATES WILL BE DISCUSSED AT THE MEETING IS NOT INTENDED AS A GUARANTEE OF THE TOPICS THAT WILL HAVE BEEN DISCUSSED. NOT ALL TOPICS LISTED MAY IN FACT BE DISCUSSED, AND OTHER TOPICS NOT LISTED MAY ALSO BE BROUGHT UP FOR DISCUSSION TO THE EXTENT PERMITTED BY LAW.

The public should take due notice that the Marlborough City Council may have a quorum in attendance due to Standing Committees of the City Council consisting of both voting and non-voting members. However, members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the Standing Committee.

Electronic devices, including laptops, cell phones, pagers, and PDAs must be turned off or put in silent mode upon entering the City Council Chamber, and any person violating this rule shall be asked to leave the chamber. Express authorization to utilize such devices may be granted by the President for recordkeeping purposes.



## IN CITY COUNCIL

Marlborough, Mass., MARCH 9, 2026

### ORDERED:

That the Appointment of Colleen F. Marinelli to the Parks & Recreation Commission for a 3-year term to expire on February 28, 2029, be and is herewith referred to the **PERSONNEL COMMITTEE**.

ADOPTED

ORDER NO. 26-1009678



# City of Marlborough

*Office of the Mayor*

RECEIVED  
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CITY OF MARLBOROUGH

2026 FEB 19 AM 11:12

J. Christian Dumais, Mayor  
140 Main Street  
Marlborough, MA 01752  
(508) 460-3770  
[Mayor@marlborough-ma.gov](mailto:Mayor@marlborough-ma.gov)

February 18, 2026

Council President Ossing  
Marlborough City Council  
140 Main Street  
Marlborough, MA 01752

*pasw*

**RE: Appointment to the Parks & Recreation Commission**

Honorable President Ossing and Councilors:

I am pleased to submit for your approval the appointment of Colleen Marinelli to the Parks and Recreation Commission, for a three-year term to expire on February 28, 2029.

As outlined in the letter submitted by Mrs. Marinelli, she has demonstrated a deep passion for serving the community by establishing the youth track program and wishes to continue and expand on that. I believe her insight organizing events and wanting to give back to the community will be a great addition to the recreation commission. She was highly recommended by our current Recreation Director, Chuck Thebado.

I want to thank Mark Vital for being on the Recreation Commission since 2012 in this seat. Having him serve on the commission for all these years has brought value and a different perspective and insight into his work on the council.

Colleen, thank you for wanting to join the commission and I am excited to hear more about expanding programs.

Sincerely,

**J. Christian Dumais**  
Mayor

To the Marlborough Recreation Commission Selection Team,

I am writing to express my interest in joining the Marlborough Recreation Commission. As a resident who cares deeply about the growth, health, and connectedness of our community, I would welcome the opportunity to contribute in a more formal capacity.

In 2022, I founded Marlborough's youth track program through the Recreation Department with the goal of creating a welcoming, accessible space for kids to stay active, build confidence, and discover a love of movement. What began as a small initiative has grown into a program that brings families together and gives young athletes a positive outlet, reinforcing my belief that recreation plays a vital role in strengthening our community.

Through building this program, I have gained hands-on experience in organizing events, coordinating volunteers, communicating with parents, and managing logistics. I would be eager to bring the same energy, creativity, and follow-through to the broader work of the committee, and I believe these skills would be a valuable addition to the team.

I care deeply about creating opportunities that make Marlborough a more connected and active place to live. I am passionate about expanding the variety of events and activities available to residents of all ages. Marlborough has tremendous potential for community programming, and I would love to help develop new opportunities that encourage participation, foster connection, and make our town an even more vibrant place to call home.

Thank you for considering my application. I would be honored to support the commission's mission and collaborate with others who share a commitment to enhancing recreation in Marlborough.

Sincerely,

Colleen Marinelli

# Colleen Marinelli

136 Nashoba Drive, Marlborough, MA

## PROFESSIONAL SUMMARY

Senior Product Marketing Manager specializing in Digital Experience Management (DEX, DEM, Mobile Experience). Drive GTM strategy, portfolio positioning, and cross-portfolio storytelling that elevates product adoption and market leadership. Strong track record in analyst relations, contributing to multiple Gartner MQ recognitions. Partner closely with Product, Sales, and Alliances to align roadmap, execute launches, and deliver high-impact enablement. Deep expertise in segmentation, competitive intelligence, and content development. Skilled in leveraging AI-assisted research and content tools to accelerate GTM execution and insight generation.

## PROFESSIONAL EXPERIENCE

**Riverbed, Remote**

2/2024 – Present

*Senior Product Marketing Manager, Digital Experience Management*

Own product marketing for Riverbed's full Digital Experience Management portfolio (DEX, DEM, Mobile Experience), driving GTM strategy, analyst relations, and global sales enablement.

- Drive go-to-market strategy for the Digital Experience Management portfolio, using market and segmentation-level insights to shape positioning and messaging.
- Conduct segmentation and competitive analysis to identify priority customer segments and guide targeted launch and campaign plans across DEX, DEM, and Mobile Experience.
- Partner with Product Management to align roadmap decisions with customer needs, market trends, and differentiated value across the portfolio.
- Build high-impact sales and marketing assets - briefs, battlecards, presentations - that clearly communicate technical capabilities and business outcomes.
- Enable global sales teams through training, playbooks, and field engagement to ensure consistent, confident storytelling across all Digital Experience Management solutions.
- Lead analyst-relations strategy contributing to Riverbed achieving two Leader positions in the Gartner Digital Employee Experience Magic Quadrant and a Visionary placement in the Digital Experience Management Magic Quadrant.
- Leverage AI-assisted research and content tools to accelerate competitive analysis, streamline content development, and enhance GTM execution efficiency.

**Tanium, Remote**

4/2023 – 2/2024

*Senior Product Marketing Manager, Technology Alliances*

- Manage all aspects of the go-to-market strategy for Tanium's technology alliance partnership with Microsoft.
- Developed "Better Together" messaging and positioning that articulated the joint value, customer outcomes, and differentiated capabilities.
- Led sales and partner enablement training for alliance-driven launches and initiatives.
- Collaborated cross-functionally with alliances, enablement, customer success and marketing to drive integrated GTM execution.
- Created sales tools, messaging frameworks, positioning documents, event collateral and thought-leadership content to support pipeline growth.
- Leveraged partner MDF to support marketing plans and tracked ROI for all funded activities.

**VMware, Remote**

5/2022 – 2/2023

*Senior Product Marketing Manager, Observability (Aria Operations for Applications)*

- Defined and executed product positioning and GTM strategies to drive revenue growth, market leadership, and product awareness.

- Developed messaging frameworks, personas, use cases, and value propositions aligned to the buying lifecycle.
- Delivered high-impact sales content, including pitch decks and product overview materials, to enable the field teams.
- Led creation of thought-leadership content (white papers, blogs, industry reports) to elevate brand visibility.
- Partnered weekly with Product Management to review roadmap and lead GTM execution for product and feature launches.

#### **Dynatrace, Waltham, MA**

3/2016 – 5/2022

##### *Senior Partner Marketing Manager, Global Technology Alliances*

- Developed and executed marketing strategy for strategic alliance partners, including Red Hat, Microsoft Azure, AWS, and ServiceNow.
- Collaborated with product marketing and product management teams, sales, and alliance partners to develop messaging and GTM tactics.
- Built sales enablement deliverables (sales kits, battlecards, solution briefs) highlighting joint value, target personas, and key business benefits.
- Led cross-functional projects supporting alliance marketing activities including PR, blogs, webinars, events, and collateral.
- Drove joint marketing strategies with Alliance Managers and executed outbound activities to communicate joint solutions.
- Created content that contributes to pipeline development and tracked marketing impact and ROI for MDF-funded programs.

#### **EARLY CAREER EXPERIENCE**

2000-2016

Held progressive roles in marketing, media strategy, client consulting, and account management at TechTarget, Pro Media, Hill & Partners, Carat North America, and WPRI-CBS/Fox.

- Delivered integrated B2B marketing programs, omnichannel media plans, and client strategy.
- Provided data-driven insights, campaign measurement, and ROI analysis.
- Built strong foundations in digital marketing, SEO/SEM, content development, and client relationship management.
- Created proposals, marketing materials, and strategic recommendations supporting renewals and new business.

#### **SKILLS & PROFICIENCY**

##### **Tools & Platforms:**

- MS Office Suite, Salesforce, WordPress, Marketo, Pendo, Google Analytics, Semrush, AI-assisted content and research tools (Microsoft Copilot, ChatGPT, Jasper)

##### **Core Competencies:**

- Product Marketing, Partner Marketing, GTM Strategy, Product Launches, Sales Enablement, Content Development, Analyst Relations, Competitive Analysis, Segmentation, Persona Development, Demand Generation, Ecosystem Messaging, Thought Leadership

#### **EDUCATION**

**University of Rhode Island, 1995-1999**

Coursework completed toward Bachelor of Arts in Communication Studies