

# Alistair Davidson, BA, MBA

## Demand Creation Strategist & AI Product Leader



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LinkedIn  
Profile

Experienced product manager and marketing strategist who specializes in demand creation and solution-oriented prospect engagement. Generated \$200M+ in revenues through strategic product development and comprehensive marketing campaigns. Built and launched 4 AI products internationally, with expertise in managerial AI, machine learning, and agile product management across 20+ products.

**\$200M+**

Revenue Generated

**120+**

Marketing Campaigns

**4**

AI Products Built

### Core Competencies

Demand Creation Strategy

Solution-Oriented Marketing

Prospect Needs Analysis

AI Product Development

Thought Leadership Content

Campaign Development

Direct Mail Marketing

Content-Based Campaigns

Product Portfolio Management

International Launch Strategy

Agile Product Management

Executive Mentoring

## Professional Experience

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### Director, Content Lead

2020 - October 2023

#### Tata Consultancy Services

Led comprehensive demand creation initiatives focusing on understanding prospect needs and providing solution-oriented marketing approaches.

- Developed 120+ marketing and email campaigns for new products, emphasizing demand expansion strategies
- Created major RFPs for large international companies around ecommerce and digital commerce solutions
- Mentored and advised vertical market sales people on prospect engagement and solution positioning
- Specialized in content-based campaigns that addressed specific customer pain points and needs

### Founder & Principal Consultant

1999-2020, November 2023 - Present

#### Eclicktick Consulting/Alacritous

Provides strategic consulting focused on demand creation, innovation, and AI product development with emphasis on understanding and expanding market demand for client solutions.

- Developed and launched 20+ software products including 4 AI products with international distribution
- Generated \$3.2B ROI NPV over 10 years for telco clients through strategic demand creation programs
- Mentored senior executives at Tata, AT Kearney, Deloitte, Cisco, and Cushman & Wakefield on solution marketing
- Built second-generation cloud services with demand forecasting and intelligent sensor management capabilities
- Created thought leadership content strategies around pricing, social media, and prospect engagement for major consulting firms

# Publications & Thought Leadership

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## Books

### **Innovation Zeitgeist: Competing in a World of Too Many Competitors**

2013 • Eclicktick e-Book

Explores new types of innovation needed for demand creation in markets with lowered barriers to entry and increased competition.

### **Riding the Tiger: How to Outsmart the Computer That's After Your Job**

Previous • HarperCollins

Co-authored work on best practices in IT and iterative agile development, focusing on human-centric solutions.

## Articles

### **Customer Service and AI – Put the Customer First**

2025 • LinkedIn.com

Recent thought leadership on customer-centric AI implementation and demand-driven service strategies.

### **The CEO as Scrum Master**

2016 • Strategy & Leadership

Co-authored piece on agile leadership approaches to understanding and responding to market demands.

### **Agile Demand Creation, Social Marketing Strategy and Thought Leadership**

2013 • Eclicktick Consulting

Comprehensive framework for creating and expanding market demand through content-driven strategies.

### **The Soapholder Effect: Or Why Acting on Behalf of Your Customers Should be your Next Strategy**

2010 • AT Kearney Executive Agenda

Co-authored strategic piece on customer-centric approach to business development and demand creation.

## AI & Product Development Expertise

### AI & Machine Learning

#### Managerial AI

##### Strategy & Finance AI Solutions

Developed AI systems for strategic planning, financial analysis, and decision support across multiple industries.

#### Innovation AI

##### Innovation Funnel Management

Created AI-powered innovation pipeline tools that help organizations identify and prioritize market opportunities.

#### Machine Learning

##### Predictive Analytics Platforms

Built ML solutions for demand forecasting, customer behavior analysis, and market trend prediction.

#### Cloud AI

##### Google Cloud Marketing Solutions

Recent work includes developing AI-driven marketing solutions on Google Cloud platform for demand generation.

### Product Development

#### 20+ Products

##### Full-Cycle Product Management

Managed complete product lifecycle from ideation to launch and replacement, with focus on market demand validation.

#### International

##### Global Distribution Setup

Established product distribution channels in Canada, US, Mexico, and Europe with localized demand creation strategies.

#### Enterprise

##### B2B Solution Development

Developed product planning tools and portfolio management systems for enterprise clients with complex needs.

#### Startup

##### CEO Leadership Experience

Led 4 small startups as CEO, focusing on product-market fit and demand generation in competitive markets.

## Education

### MBA

Harvard Business School

Marketing and Finance

### BA

Harvard College

Studied AI at graduate level as undergraduate

## Certifications

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Certified Scrum Master (CSM)

Certified Agile Product Owner

Facilitation and Facilitation Trainer Training