Sana Ahmed

Product Marketing Manager | Technology SaaS SanaJAhmed@gmail.com

36 people have recommended Sana

"Sana is an enthusiasm dynamo in every way. In a world that is increasingly cynical and "ironic" - Sana is a breath of fresh air. She sees the positive in every situation and improves the attitude of all those around her. I enjoyed the time we worked together and know only amazing things are in store for her."

— Joseph LaSala*, Marketing Director, IgnitionOne*, managed Sana at IgnitionOne

"The word that comes to mind when I think of Sana is visionary. She is one of those rare people who "gets it" and makes others thrive along the way. Always looking for connections between people -- she sees the bigger picture and higher purpose in why we are doing things and finds ways to innovate on a regular basis. Oftentimes I would come to her with a particular problem and she had a solution ready to go within a couple minutes...always on the forefront of new app developments, tech advances and innovations. In addition, many times I needed clarity on complex subject matter; she was always there to explain it to me in a way that made sense and helped me position it better in the marketplace. She has inspired me so many ways from both a professional and personal standpoint. I will miss her positivity, compassion and empathy -- always putting people first and helping those in need, without judgement or anger. I'm happy to know that anytime I'm in NYC I'll be able to meet her for a quick cup of coffee and a chat about the how some piece of technology is going to serve the greater good."

— Tommy Marzella*, Marketing Manager, IgnitionOne*, worked directly with Sana at IgnitionOne

"DMP, DSP, attribution, click-through rate. If you are an ad tech novice, have a casual conversation with Sana and you'd be talking ad tech jargons in no time. Exaggeration aside, Sana is a true professional who is passionate about product marketing. Well versed in the products she advocates, Sana also has strong grasp of the industry and the competition. One doesn't need to be a marketer to tell Sana takes her job seriously, is detail-oriented and always comes well prepared. Fun facts: Sana is an avid social media user, has a way with words, and knows how to appreciate good music. I wanted to end with another joke, but let's just say Sana is a fun person to be around. I have no doubt she will be a valuable member wherever she goes"

— Tung Tran*, Software Architect, IgnitionOne*, worked with Sana at IgnitionOne

"Sana posseses an infectiously positive approach to product that aligns what's possible with what's sellable in the crunch time needed to push deals over the line. Sana is inquisitive, thoughtful, and digs deep enough to uncover what the prospect really wants--not just what we hope they want--a crucial skill that will make her an asset on any team."

— Rod Schecter IgnitionOne*, Sr. Director, Strategic Accounts, West, IgnitionOne*, managed Sana indirectly at IgnitionOne

"Sana is a passionate product marketeer. With her optimistic approach, she is driving people to do what needs to be done. It's by taking the bull by the horns that she makes sure the team goals are met within the foreseen deadline."

— Chris Cornelis*, Product manager, IgnitionOne*, worked with Sana at IgnitionOne

"Sana made a lasting first impression on me when she first joined the IgnitionOne team. Listening to her presentation showcasing her past experiences and vision for the company convinced me that she is passionate about what she does and that she is a strategic thinker. I immediately knew that I wanted to collaborate with her. Working along-side Sana, I am always impressed by her positive attitude and her can-do approach to the most complicated of projects. Sana is a true inspiration and I firmly believe that she would make and immense impact on any team."

— Kamila Czoch*, Display Product Consultant, IgnitionOne*, worked with Sana at IgnitionOne

"Sana has been a wonderful person to work with at IgnitionOne. She brings a persistent upbeat, "can do" attitude to everything that she tackles. She takes on challenges and finds solutions with tireless energy, and is very adept at looking for new angles to examine a topic to make sure every benefit is discovered. Additionally, she responds positively to coaching and is great at retaining lessons learned to apply them in the future. Sana will no doubt improve any team she joins."

— Kier Selinsky*, Product Lead - Audience Console, IgnitionOne*, managed Sana indirectly at IgnitionOne

"There is a feeling that people get when they are a part of something special. It is a positive feeling that grows during interaction and lingers with you after interaction, a feeling of confidence and faith that you are among those who know what they are doing and are capable of leading you through any troubles. There is an energy and adrenaline that courses through your veins as effectively as any caffeine or energy drink. This can be an experience felt among startup companies, motivational conferences or a winning sports team, however that energy...that positive feeling...that confidence...that is what I feel whenever I'm around or have conversations with Sana. Sana radiates kindness and positivity that sticks with you. She is a combination of intelligence and empathy that allows her to be a teammate that can lead, support, or problem solve in almost any scenario. Her

attention to detail and what she has mapped out and created in Confluence for Product Marketing is extremely impressive and has been extremely beneficial to IgnitionOne. She is a plug-and-play employee for success, and she will find success wherever she goes and whatever she does for the rest of her life. Needless to say, I'm a fan! "

— Matthew Cole, MBA*, Director of Sales & Marketing Support, IgnitionOne*, worked directly with Sana at IgnitionOne

"Sana is a rare combination of intelligence, savvy and positivity. Working alongside her at IgnitionOne was a pleasure, and I sincerely hope we cross paths again."

— Greg Rubino*, Software Engineer, IgnitionOne*, worked with Sana at IgnitionOne

"Sana is a caring and passionate individual who is always looking to lend a hand to her fellow colleagues. She has on several occasions, gone out of her way to provide professional advice and guidance to help me further my career. She is thoughtful, intelligent, and overall, a delight to work with."

— Elizabeth Scherer, was with another company when working with Sana at Sprinklr

"I am honored to recommend my colleague, Sana. She brings an unmatched work ethic along with great strategic, tactical, and technical skill to product marketing and solution consultant roles. I've watched her fill multiple roles with great success and she was instrumental in helping my team close deals and shorten sales cycles with several Fortune 100 clients. I look forward to Sana's continued professional success as she is a great asset to any company."

— Arthur Oates, worked with Sana at Sprinklr

"Sana worked with me on the product marketing team at Sprinklr. Besides being a great and generous team player, I am always impressed with her unquenchable thirst for knowledge and desire to improve herself and contribute to the overall business goals. Sana always comes through for colleagues, knows how to meet deadlines, and has proven to be reliable within and without "business hours" which is a huge advantage in a startup. She's a go-getter. She's an asset to any marketing team and I'm sure happy to have her on mine today!"

— Jerome Pineau, managed Sana at Sprinklr

"Sana is every employers dream come true. She has proven to be consistent, hard working, always up for a challenge, and ready to tackle the current task at hand. Sana is always researching and educating herself in her current field, which helps contribute to the team’s progress. I would highly recommend Sana’s work to anyone that is seeking a self-motivated and passionate team player."

— Nima Jacob Nojoumi, was Sana's client

"Over the last year, the importance of utilizing social media to reach out to your target audience has never been clearer. As a small business owner, I have taken on the task of creating and managing all of my social media platforms to market my services. Even though I have seen positive results yielded, I asked myself, "Am I using all of these platforms correctly and efficiently?" I believed so but then I stumbled across a new friend on Google+, Sana Ahmed. I was so impressed with her work that I bought her book, "The Social Media Party" and it has been one of the wisest investments I have made for my business. Social Media marketing is not just about "how many Facebook Fans and Page Likes" or "how many followers do you have on Twitter" but instead is a very real business concept. It doesn't matter the numbers in your audience as much as efficiently using social media to turn those fans and followers into not only customers but sounding boards for the service or product you provide. This misconception was one I was guilty of until Sana and her book laid out how to properly engage your fans and followers and turn one's social media campaign into a successful business tool. I would highly recommend that anyone who uses social media, whether for personal or business related, to reach out to Sana and buy her book "The Social Media Party." She can unlock keys and avenues that only a professional would know. Her reputation precedes her vast knowledge and experience. You won't regret this decision but will be telling all you know how Sana was able to take your social media platforms to the next level."

— Douglas Brown, was with another company when working with Sana at SanaDotCom Consulting

"I have had the pleasure of knowing Sana for a few years, & I could not think of anyone better to have in your corner. Sana has a genuine interest in & love of people, which is evident in your every interaction with her. Her intelligence combined with her drive, determination & kind-hearted spirit make her someone you simply need on your team. As I have helped mentor her over the years, I have seen her grow both as a business professional and a person. I can't wait to see what the future holds for Sana.....because I am certain it's gonna be BIG!"

— Kristin Andree, was with another company when working with Sana at SanaDotCom Consulting

"Sana has proven over and over to me again in our conversations that she understands Social Media and where it is going. She has taught me skills on using Linkedin and Wordpress as well as introducing me to resources that can help me with my job search or starting my own business. Her knowledge is spot on as well as her marketing techniques. She is a great team player who can lead but also support her teamates. She is a valuable asset to PowerEPlayers and I couldn't ask for a better colleague."

— Susan Silver, worked directly with Sana at SanaDotCom Consulting

"Sana continues to be a help to me , with her expertise in the area of Social Media. Her knowledge and expertise really impresses me, but more so the effective utilization of her knowledge and expertise. She is the "Go to" person to help you with your online presence."

— Tim Rosen, was with another company when working with Sana at SanaDotCom Consulting

"Sana is in it for you to win it! She is sincerely interested in what drives a person and is willing to lend her intuitive, kindhearted spirit for strategizing how to ignite that motivation within a global audience."

— Sherry Mills, was with another company when working with Sana at SanaDotCom Consulting

"Sana was a terrific help to me in setting up and teaching me how to use my Hootsuit account. She is very knowledgeable, completely trustworthy, and very sweet and easy to work with. Thank you Sana for making a "scary" piece of my business a breeze!"

— Ann Lindsay, was Sana's client

"Sana was an earnest and generous Ambassador for the Greenlight Community, during my time with Ferrazzi Greenlight. She is highly personable and always went above and beyond to help others and brainstorm ideas for the community. Her ingenuity and passion would be an asset to any project."

— Sara Hruska, managed Sana at SanaDotCom Consulting

"Sana Ahmed is quite an extraordinary individual. It surprises me how much effort and spunk is crammed into one individual. Sana was the first real interaction I had at Keith Ferrazzi's Greenlight Community. Although I no longer participate in the promotions of the community, I highly recommend Sana as a person who will go above and beyond the call of duty to make genuine relationships."

— Jason Silvestri, was a consultant or contractor to Sana at SanaDotCom Consulting

"Sana is a tenacious, bright, compassionate individual who is bursting with ideas, drive and potential. She is an excellent networker, an awesome idea generator for everyone with whom she connects, and demonstrates a sincerity to help others achieve great things that is uncommon. During my interactions with her with the Greenlight community events, I found Sana to be an amazing source of energy and enthusiasm. She sees how things connect very quickly. She is a genuine collaborator. Sana is an amazing asset to any team."

— Lisa Rangel, Executive Resume Writer, was with another company when working with Sana at SanaDotCom Consulting

"If you find yourself crossing paths with Sana, whether online or in person, there's a "zap" that leaves you feeling energized and alive. Sana's positivity effect is the reason why she is such a great Ambassador on the Greenlight Community. I look forward to working with Sana again in the future."

— John Dutchover, was with another company when working with Sana at SanaDotCom Consulting

"Sana Ahmed is a brilliant and creative individual, with a keen grasp of the latest social networking tools and strategies. All of us involved in the production of the documentary "My Wish" feel fortunate

that Sana is on our team. Sana would be a great asset to any enterprise interested in connecting with target audiences in a powerful and persuasive way!"

— Tom Martin, was with another company when working with Sana at SanaDotCom Consulting

"I have had the good fortune of getting to know Sana though the Greenlight Community where she has been a valuable member of the team. Sana has always added insight, advice, and helped the Greenlight Community members in many ways. She has been a big part of the movement to assist others to become more successful through meaningful relationships and the teachings of Keith Ferrazzi."

— KENT SPEAKMAN, worked with Sana at SanaDotCom Consulting

"Sana's leadership in our community of volunteers has been enthusiastic, helpful, and inspiring. She constantly generates new ideas and is tireless in her desire to make a difference. Seeing how much she's learned in the past year - in particular with regards to developing her writing - I have no doubt that she is capable of any challenge."

— Sara Grace, managed Sana at SanaDotCom Consulting

"I met Sana through the Greenlight Community. She offered to help and give of her time almost immediately with my project. She is positive, generous and eager to do whatever she can to help make something successful. She connected me with people right away who she thought might enhance the project and was always willing to give of her ideas. Sana is focused on using social media to make a positive impact. She is extremely motivated and has a passion for helping others- and all of this is why I just hired her this week to work as a social media assistant! I am confident that she will do an outstanding job!"

— Donna Sirianni, was with another company when working with Sana at SanaDotCom Consulting

"I worked with Sana in the Greenlight Community as an Ambassador. Sana is committed to her role. She always demonstrates the skills of building authentic relationships and supporting others with generosity in anyway she can. I have enjoyed working with Sana and recommend her as a community Ambassador."

— Jorge Colón, was Sana's client

"I met Sana through the Greenlight Community and has been continually generous in offering her time and talent in helping me with several projects of my own. She is insightful, bright, caring and incredibly giving. I am inspired by her drive to help others who are less fortunate, and for her desire to make this a better world, one person at a time. She is a wonderful woman who I know would be an asset to any company. She has passion for people, passion for life and the drive to make things happen. It has been an honor working with her. She comes with my highest recommendations."

— Jessica Sepulveda, was a consultant or contractor to Sana at SanaDotCom Consulting "Sana has helped me a great deal; I needed some proof-reading for my ebook and she kindly provided me with that in a very short time. I was really impressed by her willingness to help me. I believe she is a great person and a good friend. A person you could rely on in a difficult situation. I am no doubt looking forward to continue my collaboration with Sana in the nearest future."

— Slava Rybalka, was with another company when working with Sana at SanaDotCom Consulting

"I served with Sana as a Community Ambassador in the Ferazzi Greenlight online community. I can say without an ounce of reservation that Sana is a kind and generous soul. She seeks out the best in others and has a real gift of motivating others to be the best that they can be. Her creative spirit is unbelievable, and her desire to make her world a better place is unrivaled. I truly believe in Sana, but more importantly, she truly makes me believe in myself. She is an inspiration and true creative force."

— Jason Moore, worked directly with Sana at SanaDotCom Consulting

"Sana is is dialed into what it takes to get the job done. Your organization will benefit from her thoroughness and attention to detail. Her communication & leadership skills will lead you to where you need to be next."

— Kent McCallister, was with another company when working with Sana at SanaDotCom Consulting

"Sana is unstoppable. No matter the challenge Sana's dedication and care are unmatched. She is thorough in all of her efforts as well as thoughtful. Any organization that has her on their team will be fortunate indeed."

— Kim Ann Curtin, was with another company when working with Sana at SanaDotCom Consulting

"I had the opportunity to work with Sana in developing Keith Ferrazzi's online Greenlight Community. Sana was very instrumental in encouraging participation and activity on the site through blogging and personally connecting with community members. Sana exhibits honesty, accountability, and generosity each and every day. Sana is an outstanding business partner and has exceeded expectations whenever she was called upon. I highly recommend Sana Ahmed."

— Michael Dill, was with another company when working with Sana at SanaDotCom Consulting

"Sana is an enthusiastic team player. From the moment she reached out to me on the Greenlight Community she wanted to do what she could to help others because she had found what she needed to help herself within the community. Sana has good follow up and an awesome can do attitude. She had the ability to bring people together and the kind of positive attitude that makes her a joy to work with. She is an intelligent woman and a person I believe can do anything she puts her mind to. I look forward to working with her again in the future."

— Love Streams, was Sana's client

"Sana has an uninhibited desire to learn. She is strong, works incredibly hard, and cares deeply for the people she loves. We met in 2005. I have seen Sana develop as both a student and now a professional. No matter how tough the market may seem, she continues to wow me with her ability to find projects and stick to them.

She is not one to turn away work. But the thing that really separates Sana from most people I know is her warm, bubbly personality. Once you get to know her, you realize she cares deeply for others and wants the best for all. Oh, and did I mention she’s funny? Just hilarious! She is a pleasure to work with and a pleasure to have around."

— Barbara Mikrut Iwan, studied with Sana at Saint John's University

Contact Sana on LinkedIn