

Aaron Doucett

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PROFESSIONAL SUMMARY

Sales Engineering professional with over a decade in geospatial technology, SaaS, and earth observation data acquisition. Expert at leading technical sales processes, designing and delivering high-impact product demos, and translating complex concepts across diverse teams and audiences. Skilled in CRM management, customer onboarding, and developing tailored solutions that drive revenue growth and customer satisfaction across industries.

WORK HISTORY

Barr Geospatial Solutions. – BOSTON, MA

2024 - Present

Director of Marketing

- Spearheaded marketing strategy for North America's largest LiDAR collection company, leading brand integration post-acquisitions and developing a comprehensive go-to-market plan for an AI-driven geospatial analytics product.
- Managed the full marketing lifecycle, from CRM, campaign development (inbound/outbound, content creation, SEO, social media) to execution, working closely with internal stakeholders and external agencies to drive consistency, deal velocity, and brand visibility.
- Oversaw production of high-impact marketing assets, including product launch videos, whitepapers, and case studies.

Astraea, Inc. – BOSTON, MA

2023 – 2024

Senior Sales Engineer

- Led sales engineering across all customer touchpoints, managing discovery calls, designing tailored demos, and overseeing onboarding to ensure seamless client transitions from initial contact through implementation, directly driving revenue growth.
- Collaborated with product and revenue teams in an agile environment, integrating customer feedback into the product roadmap and iterating on AI/ML features, contributing to the company's successful acquisition by NUVIEW Space in 2024.
- Produced high-impact marketing and sales assets (whitepapers, videos, presentations) that effectively showcased the platform's value, supporting GTM efforts for new verticals in the energy sector and generating over 300 qualified leads, significantly expanding brand recognition in the EO space.

Sanborn Geospatial (Applied Geographics) - BOSTON, MA

2019 - 2023

Creative Director / Sales Engineer

- Led sales engineering efforts for commercial geospatial solutions (Google Maps, HERE, Hexagon), serving as the primary technical resource for the revenue team and collaborating with partner networks to deliver tailored presentations and support high-value client engagements.
- Developed and launched the AppGeo Webinar Program and "The Mapping Channel" on YouTube, significantly enhancing the company's digital marketing strategy, generating tens of thousands of views, and establishing a key platform for product demos, client success stories, and thought leadership.
- Spearheaded product marketing initiatives for proprietary solutions (MapGeo and GIZA™), driving go-to-market strategy, creating high-quality sales collateral, and leading trade show marketing efforts post-acquisition.

Kleinfelder, Inc. - BOSTON, MA

2015 – 2019

GIS Analyst

- Delivered geospatial analysis and mapping for major water resources, construction, and climate adaptation projects, leveraging ESRI technology to support GIS data development, cartography, and asset management for complex civil engineering initiatives across New England.

EDUCATION

University of Massachusetts, Amherst

B.Sc Earth Systems (Concentration in GIS and Remote Sensing)

Class of 2015

PROFESSIONAL SKILLS

Sales Engineering & Customer Success:

- Technical Product Demos & Solution Architecting
- Client Discovery, Needs Analysis & Proof of Concept Development
- CRM & Lead Management (HubSpot, Salesforce, ZoomInfo)
- Go-to-Market Strategy & Vertical Expansion
- Technical Writing, Presentation Design & Thought Leadership
- Product Marketing: Content Creation, Branding, and Campaign Execution

Technical Proficiency:

- Programming & Scripting: Python, JavaScript, SQL, HTML/CSS
- REST APIs, Data Integration & Automation
- Geospatial Tools: Esri ArcGIS, QGIS, GeoJSON
- Spatial Data ETL & Geoprocessing
- Remote Sensing: Optical, Multispectral, and LiDAR Data Analysis
- AI/ML Workflows & Geospatial Data Visualization
- Cloud Platforms: Google Cloud (BigQuery, Earth Engine, Maps Platform), AWS
- Web Development & Mapping Frameworks: Mapbox, Leaflet, Google Maps Platform

Creative & Marketing Expertise:

- Video Production, Graphic Design & Photography
- Trade Show Booth Design & Marketing Collateral Creation
- Inbound & Outbound Marketing Campaigns
- Branding, Social Media Management & Content Strategy
- SEO, SEM & Digital Advertising

Tools & Platforms:

- CRM & Marketing Automation: HubSpot, ZoomInfo
- Project & Product Management: Jira, Confluence, Asana, Trello, GitHub
- Productivity & Collaboration: Microsoft 365, Google Workspace
- Creative Suite: Adobe Creative Cloud (Photoshop, Premiere, Illustrator), Camtasia
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Certifications:

- HubSpot CRM, Marketing Hub, Sales, Digital Marketing
- Google Maps Platform Sales Certification