

# Abid Chaudhry

Senior Director of Product Marketing, ServiceNow (AI strategy and implementation, global product and solutions marketing) · Leadership coach · Builder of AI systems

Seattle, WA · [www.abidc.dev](http://www.abidc.dev) · [linkedin.com/in/abidc](https://linkedin.com/in/abidc)



## BIO

Abid Chaudhry is Senior Director of Product Marketing at ServiceNow, where he leads AI strategy and implementation for the global product and solutions marketing organization. Before that he led product marketing for Employee Workflows at ServiceNow, and spent nearly seven years at Microsoft driving segment and industry product marketing for Microsoft Teams across SMB, retail, manufacturing, and healthcare.

He is unusual among marketing leaders in that he builds the systems he describes: automation pipelines, retrieval and grounding layers, and AI agents that marketing teams use every day. That work became a public talk on building an AI context engine from a company's messaging, and an open-source project, MsgStack.

Outside the day job he coaches a small number of leaders through career pivots and the parts of leadership nobody trains you for. Diagnosed with ADHD at 29, he speaks openly about neurodiversity at work. He has keynoted the Product Marketing Alliance Seattle Summit and spoken at the CMO Alliance AI Summit and PMA virtual summits. He lives in Seattle with his wife and three cats.

## TALKS

### 01 The Canonical Layer Is the Job

What's the point of PMM in a post-AI world? A look at why PMM's strategic judgment becomes more critical when product velocity and competitive cloning accelerate.

### 02 The Nonlinear Career

Most career frameworks assume a ladder. Most careers don't look like that. This talk is about navigating identity, direction, and reinvention when the path isn't clear — and what it actually takes to move forward without a clean map.

### 03 EQ + IQ: Leading With Both

Emotional intelligence isn't soft. It's the thing that makes hard decisions survivable and trust actually possible. This talk is about what it looks like in practice — for marketers, for leaders, and for anyone managing people through complexity.

### 04 Product Marketing That Actually Moves People

Positioning and messaging as human translation work. How to get past feature lists and into what people actually care about — and why most B2B marketing fails at this even when the product is genuinely good.

## FORMATS

Keynotes and featured sessions  
Panels and fireside conversations  
Workshops for marketing and leadership teams  
Internal offsites and leadership events

## RECENT STAGES

### Leland Career Panel

Panelist · Spring 2026

### CMO Alliance AI Summit

Featured Speaker · Spring 2026

### Product Marketing Alliance (PMA) Seattle Summit

Keynote Speaker · Summer 2025

### Leland Job Search Week

Solo Presenter / Coach · Winter 2025

### PMA AI in Product Marketing Virtual Summit

Featured Speaker · Winter 2025

## BOOKING

[abid.chaudhry@gmail.com](mailto:abid.chaudhry@gmail.com)  
[cal.com/abid-chaudhry-xil8y0](https://cal.com/abid-chaudhry-xil8y0)  
[www.abidc.dev/speaking](http://www.abidc.dev/speaking)