

Ryan Handrahan

Product marketing manager

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Summary

Product marketer with nearly 15 years of go-to-market work at Sonos. First hire on the Sonos Professional product marketing team, owning hardware launches that won Best of Show at Infocomm 2025 and ISE 2026. Before that, 13 years in field marketing and training, introducing Sonos products to retail and installer partners. B.S. in Physics.

Experience

Independent Product Projects

Independent · Apr 2026 to present

- Wrote the product spec for Seamless Carousel Maker, an iOS app for creators and small brands that post carousels weekly. Built almost entirely in Claude Code and published to the App Store.
- Shipped Doors @, an iOS app for logging live music, with an email-verified sign-up backend and six benefit-led App Store screenshot headlines.

Product Marketing Manager

Sonos, Inc. · Aug 2024 to Apr 2026

- First hire on a product marketing team built for a channel that had sold for about ten years without one. Owned hardware product marketing for Sonos Professional.
- Wrote more than 20 briefs in 20 months: new product introduction briefs, creative briefs, pricing models and launch scenarios. Presented them to the executive leadership team and to marketing audiences of 150 or more.
- Presented to Sonos' quarterly Customer Advisory Board of about 15 dealers. Their feedback changed the feature priorities on Amp Multi.
- Built a competitive intelligence dashboard with Claude and Vercel that scrapes competitor sites and press releases. It replaced a spreadsheet tracking more than 20 competitors.
- Built the first per-product downloads sections on Sonos.com for two products in 10 languages, 160 assets in total, so dealers no longer had to ask account managers for current files.

Senior Global Trainer, Professional

Sonos, Inc. · May 2023 to Aug 2024

- Built at least 25 courses on the Sonos LMS, including the Dealer Certification with its 150-question exam, which about 50 people had completed before the move to product marketing.
- Connected the LMS to Salesforce, a first at Sonos, so course activity could be matched to dealer accounts. Trained partners in person in Canada, Mexico, China and India.

Senior Trainer, Technical Training and Content Development

Sonos, Inc. · Jan 2020 to May 2023

- Designed Sonos' first certification program in Articulate Storyline, published to Docebo via SCORM.
- Led a small team of content creators and started the first project dashboard, which tracked more than 20 initiatives at once during the shift to remote work.
- Presented to rooms of 200 or more at Best Buy's twice-yearly conferences, where Sonos was rated the best booth each year.

Trainer, Experience Specialist, Retail Experience Specialist

Sonos, Inc. · Aug 2011 to Jan 2020

- Grew an assigned market 50% year over year, with an NPS of 81 and 2 of North America's top 10 accounts.
- Ranked second in year-over-year sales growth across all Sonos markets as a regional trainer.
- Was the first Sonos hire in the Mid-Atlantic and launched the brand in Quebec.

Skills

Product marketing: positioning and messaging, launch planning, competitive analysis, pricing, voice of customer

Tools: Claude Code, Figma, Salesforce, Asana, Articulate Storyline, Docebo, Google Workspace

Education and awards

B.S. in Physics, Radford University

Rockstar Award, East (twice) and Gold Record Award, Sonos