

Sannah Vinding

Engineer • Product Marketing & GTM Leader • Author • Podcast Host



Turning technical expertise into commercial growth across electronics, semiconductors, and manufacturing. *A practical lens on how technical companies communicate, grow, and lead.*

Sannah Vinding is an engineer and go-to-market leader, author of the forthcoming book **Visible or Invisible**, and host of the **Leadership in Manufacturing** podcast. She brings deep expertise across electronics manufacturing, product development, product marketing, and go-to-market strategy, built inside global semiconductor and electronics companies and across international markets.

400K+

ANNUAL ORGANIC
IMPRESSIONS

16K+

LINKEDIN FOLLOWERS

250K+

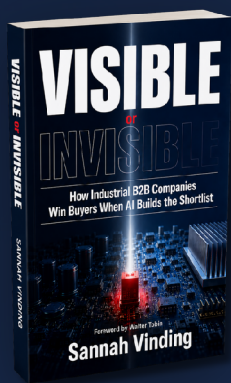
YOUTUBE VIEWS

Top 5%

GLOBAL PODCAST RANK

4,800+

NEWSLETTER • 60% OPEN



FORTHCOMING • FALL 2026

Visible or Invisible

How Industrial B2B Companies Win Buyers When AI Builds the Shortlist

Foreword by Walter Tobin, former CEO, ERA

Industrial buyers now form their shortlist before they ever call sales. Built from decades of hands-on engineering, product marketing, and process-optimization work, the book lays out the Visible GTM System, a practical model for getting found, verified, and trusted early.

AI helps prepare. People help customers decide.

• SPEAKING & INTERVIEW TOPICS

01 Visible or Invisible

The Visible GTM System for winning buyers when AI builds the shortlist.

03 Leading Technical Teams

Trust, communication, and clarity when complexity and change keep rising.

05 From Engineer to GTM Leader

Building product marketing systems that connect engineering value to growth.

02 Engineering-Driven Go-to-Market

Translating complex technology into positioning engineers and buyers trust.

04 The Last-Mile Principle

Where AI helps prepare and people help customers decide.

06 Scaling a Podcast with AI

Growing a top-ranked show with marketing systems and AI agents.

ABOUT & TRACK RECORD

The engineer who makes technical value visible

An engineer by training and a go-to-market leader by practice, on stage, in print, and recognized across the electronics and manufacturing industry.

Sannah brings deep expertise across electronics manufacturing, product development, product marketing, and go-to-market strategy, built inside global semiconductor and electronics companies and across international markets. Earlier in her career she rebuilt product data across **114,000+ SKUs** and launched a first digital catalog with parametric search, **tripling lead generation**. She holds a Master's degree in Mechanical Engineering from the Technical University of Denmark.

GTM RESULTS

Category profitability **+55%**, **195,000+** new users (**+70% YoY**), top-10 keyword rankings **353 to 683**, and SEO clicks **+96.6%**.

SPEAKING & MODERATING

Orbweaver panel moderator, **ERA Conference** (Austin, TX), **LEAN Summit**, and **LPPDE** keynote.

PODCAST & MEDIA

The Kula Ring, The Mindshift, Beyond Fulfillment, The B2B Growth Marketer, and Waldom executive interview.

PUBLISHED & EDITORIAL

The Representor (ERA) cover story, All About Circuits, and EPS News.

RECOGNITION

Women Leaders in Electronics 2025 finalist (Electronics Weekly), and featured by Electronic Specifier.

"Listening to the Leadership in Manufacturing podcast has greatly impacted my leadership approach."

Shane Zutz, VP of Human Resources, DigiKey

FAST FACTS

Focus	Product Marketing & GTM
Education	MSc Mech. Eng., DTU
Podcast	Leadership in Manufacturing
Rank	Top 5% globally
LinkedIn	16,000+ followers
YouTube	250,000+ views
Newsletter	4,800+ · 60% open
Based in	San Diego, California



FEATURED IN



BOOKING & MEDIA INQUIRIES

Let's start a real conversation.

EMAIL

hi@sannahvinding.com

PODCAST

leadershipinmanufacturing.com

WEB

sannahvinding.com

LINKEDIN

in/sannahvinding

BOOK

visibleorinvisible.com

YOUTUBE

@leadershipinmanufacturing

Sannah Vinding

STAY CURIOUS, KEEP LEARNING