

# BRANDON SANCHEZ

MARKETING LEADER · BRAND BUILDER

[brandchez.com](http://brandchez.com) · [linkedin.com/in/sanchezbrandon](https://linkedin.com/in/sanchezbrandon) · San Francisco Bay Area, CA

## SUMMARY

Marketing leader who builds brands for categories that have the technology but not the story. I've spent ten years in the renewable energy industry, first building a startup's marketing function from nothing through its public listing, then helping take a challenger brand to #3 in the U.S. home battery sector. I have deep B2B and B2C experience and lead everything from positioning and brand to earned media, launches, and partnerships. I also build and mentor the team that delivers it, and use AI to help that team do more.

## EXPERIENCE

### FranklinWH Energy Storage

Mar 2023 – Present

Director of Marketing, North America

San Jose, CA

- Lead North America marketing across brand, positioning, PR, digital, and launches, managing a seven-figure, multichannel budget. Joined as a founding member of the U.S. brand team, then hired and mentor the team behind it.
- Helped more than triple our national market share since 2023, making FranklinWH a top-three U.S. home battery brand and #1 or #2 in several states.
- Defined our mission, positioning, voice, and naming, built the messaging and competitive framework sales, product, and PR work from, and moved the brand from selling products to selling whole solutions.
- Work across product, sales, legal, and channel teams to launch new hardware and software, arming sales with decks, one-pagers, and training, and with international teams to keep the brand consistent in every market while fitting each culture.
- Grew the certified installer network from under 1,000 to more than 3,000, backed by a webinar training program that teaches installers to sell and install our systems.
- Find, close, and launch strategic partnerships. Run marketing for distribution, new-home builders, third-party ownership, utilities, virtual power plant programs, and more.
- Took a first-of-its-kind city battery program to national coverage, including Marketplace (NPR), Forbes, CNET, and NBC Bay Area, and built creator partnerships with HGTV's Dave and Jenny Marrs.
- Built AI-powered internal tools for creative intake, partner reporting, and field feedback where our martech stack fell short, and rolled out an AI toolkit the marketing team now works from.
- Lead community impact projects that put our batteries where they're needed most, from island microgrids to wildfire recovery.

### Electriq Power

Jan 2016 – Feb 2023

Founding Employee, Director of Marketing

San Francisco Bay Area, CA

- Employee #4. Built marketing from nothing and ran it for seven years, through the company's public listing.
- Created the brand and evolved its positioning, messaging, visual identity, and sales narrative as the company grew.
- Marketing lead on two multi-million-dollar white-label partnerships and distribution agreements.
- Led launch strategy for four products and dozens of software features, drove more than 100% year-over-year growth in organic traffic, and ran national event strategy.

### Earlier Experience

2010 – 2015

SEO, content, and digital strategy at San Diego agencies. **SEO Manager, BrightHaus** (2014–2015); **Marketing Coordinator, Geary LSF** (2014); **Marketing Manager, The Divorce Help Clinic** (2010–2014).

## EDUCATION & CERTIFICATIONS

**M.S. Management & Marketing**, Massey University (New Zealand)

2016

**B.S. Business Administration, Marketing**, Sonoma State University

2013

Reforge, Marketing Leadership (2026) · Pragmatic Institute, Product Master Certification, PMC-I (2025) · Product Marketing Alliance, Product Marketing Certified: Core (2022)

## EXPERTISE

B2B & B2C marketing · Brand strategy & positioning · Go-to-market · Messaging & naming · Sales enablement · Earned media & PR · Business development · Partner & channel marketing · Content & creators · Team leadership · Martech & AI