

2026

BOARD OF DIRECTORS



pdma
Pittsburgh



KELLY SJÖL
VP OF MARKETING

Many B2B SaaS and tech founders struggle to translate their complex solution into a clear message that resonates with busy prospects, keeping them stuck in sales and their company from reaching the next stage of growth. Kelly Sjöl helps fix that.

With more than 20 years of experience translating deep technical expertise into clear, human-centered marketing, she's helped dozens of founders transform their expertise into one strategic story that drives consistent sales. When their tech sells itself, their sales team can sell without them, and they get to work on the business.

Kelly is especially passionate about helping B2B tech companies avoid wasting time and money on disjointed tactics or slick agencies that overpromise and underdeliver. Through her firm, Storify Marketing, Kelly and her partners help founders get clear on what they offer, get alignment around story as strategy, and get results from sales so they can focus on growth.

When she's not geeking out with clients, Kelly enjoys hiking, cooking, and serving local veterans with her husband and two daughters in Pittsburgh.