

# NAME, M.B.A.

Address, City, State ZIP  
Home Phone • Mobile Phone • E-mail

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## Marketing Manager

Developing a strategic approach to support global technology product launches

Hands-on leader of cross-functional, global teams who generates enthusiasm for product development and launches to generate millions of dollars in sales and revenue. Combine technology products with software or services to create repeatable solutions that meet the existing and future needs of target customers. Collaborate with multiple departments and vendors to determine best next directions for product development, launches, and upgrades.

- ❖ Create avenues for penetration into new global markets through comprehensive marketing strategies and targeted business development.
- ❖ Spearhead public relations and communications to support sales and marketing efforts while maintaining message consistency.

### Areas of Expertise

Product Marketing • Segmentation • Trend Forecasting  
Competitive Market Analysis • Strategic Planning • Corporate Communications • Managed Services  
Sales Training • Product Development • Business Development

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## Professional Experience

**COMPANY A**, Hopkinton, MA

1998 – 2009

*World leader in providing information management and data storage solutions, inclusive of hardware, software, and professional services, with annual revenue in excess of \$13.7 billion.*

### Market Segment Manager

Created and executed marketing strategy to position and sell products to telecommunications, media, and entertainment markets, with \$120,000 programs budget. Worked with five leading analyst firms to generate external awareness and print exposure through briefings, articles, and interviews. Supported global sales team of 350 through efforts.

### Key Accomplishments

- Garnered annual global sales of \$100 million via establishment of first company presence in global telecommunications market.
- Generated \$86 million in incremental sales through development of 10 new partner-based solutions for market.
- Enabled forward motion of continued development of six new segments by defining project viability through business case development and field sales discussions.

**COMPANY B**, Nashua, NH / **COMPANY C**, Winchester, MA

1997 – 1998

*Pioneering computer company acquired by Compaq, which merged with Hewlett-Packard and leading global supplier of network infrastructure products and services for multiservice networks that deliver data, video, and voice communications.*

### Marketing Consultant

Defined strategies as outside consultant, communicating with channel partners and global staff regarding market segmentation and product development.

**Marketing Consultant** (continued)*Key Accomplishments*

- Created \$4 million revenue stream three months post-launch of unified communications product with software partner.
- Generated multimillion-dollar sales through launch of industry's first Web-based telecommunications network performance management product.

**COMPANY D**, Concord, MA

1996

*Leading knowledge-based solutions provider to electronic manufacturing OEMs and customers with \$1 billion annual revenue and 1,200 employees.*

**Product Manager, In-Circuit Test Systems**

Devised marketing strategies to sell printed circuit board test systems used in manufacture of semiconductor chips, managing budget of \$120,000. Collaborated efforts with sales management, product line director, marketing communications manager, and investor / analyst relations manager. Created marketing collateral and messaging.

*Key Accomplishments*

- Returned \$10 million profit in six months following development and launch of new product.
- Repositioned automotive electronics product, generating \$3 million in incremental sales, through comprehensive marketing strategy.

**COMPANY E**, Marlboro, MA

1986 – 1994

*Pioneering computer company acquired by Compaq, which merged with Hewlett-Packard.*

**Industry Marketing Manager**

Developed and implemented marketing strategies for servers and solutions involving ISV partners to industry markets. Directed ten-member team and programs budget of \$500,000. Collaborated with regional and direct sales management, product managers, PR, and global alliance partner managers.

*Key Accomplishments*

- Achieved 400 incremental leads for solutions geared to pharmaceutical industry through development of go-to-market campaign.
- Captured analyst coverage and eight national press articles about solution for semiconductor market, which significantly boosted manufacturing yields.

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**Education****M.B.A., Marketing**

BENTLEY COLLEGE, Waltham, MA

**B.A. Liberal Arts**

STATE UNIVERSITY OF NEW YORK, Stony Brook, NY