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Company D; Concord, MA; Electronics software and hardware

Product Marketing Manager, In-Circuit Test Systems, 1996

- Generated \$10 million in sales within six months by launching new PCB board test product
- Repositioned automotive electronics product resulting in \$3M of incremental sales.
- Created web marketing content and animated brand image coordinated with the launch of new software

Marketing Consultant 1994-1996

Assignments for: Delahaye Group; Portsmouth, NH (consumer products brand positioning analysis)

Management Technology Inc.; Woburn, MA outsourced IT management

Whole Systems International; Cambridge, MA; software

Company E; Marlboro, MA; Computing Products & Services

Industry Solution Marketing Manager; 1986-1994

- Led market strategy, programs and training for partner-based solutions targeted to customers in the pharmaceutical, semiconductor, consumer packaged goods and utilities industries
- Initiated analyst coverage which resulted in 8 national press articles
- Generated 400 new sales leads with marketing campaign to promote computing in the pharmaceutical industry
- Managed budget of \$500,000 and staff of ten to produce industry solutions area of Annual Corporate Customer Conference that included live manufacturing demonstrations on the show floor

Education

MBA; Marketing; Bentley College; Waltham, MA

BA; Liberal Arts; State University of New York; Stony Brook, NY

Skills

Technical: MS-Word, MS-PowerPoint, EMC Documentum e-Room

Marketing: research, AR/PR, communications, virtual team management, partner sales development

Product/Application/Industry knowledge: data storage, compliance, security, optical networks, telecommunications applications, mobile content, media, pharmaceutical, consumer packaged goods, semiconductor, utilities.

Publications

Internet Telephony Magazine; January 2007; "Making IPTV a Reality: Optimizing the Network for Digital Media Services"

Byte 'n Switch; December 2004; quoted in "Telco Storage Heats Up"

Telephony Online; December 2002; "Storage considerations for next-gen wireless services"

B/OSS World; June 2001; quoted in "The Mediated IP Data Battle Strategy: Divide and Conquer, or Partition and Store?"

June 2000; America's Network, "Storing up for the future: How enterprise storage can help telecom network managers"

B/OSS World; June 1999; quoted in "Strategies for Managing IP Data"