

[MARKETING/PRODUCT MANAGEMENT LEADER]

A high-performance marketing leader with a proven capability for turning promising products and services into top-performing, financially successful market leading solutions

A leader with a skill for drive record-breaking profits through unique, action oriented marketing of products and services within a broad portfolio of technologies. Proven ability to deliver short and long-term profitability by developing meaningful products and services, implementing highly effective marketing programs as well as leveraging talented people. My key assets include:

- Leveraging customer desires and technology innovations to maximize marketing and sales results
- Directing product development processes to reduce costs and increase profits
- Improving the overall image and visibility of the company/product to gain market share
- Precisely targeting the complete solution into an irresistible need for the customer and market
- Utilizing "New" and "Traditional" media along with SEO/SEM expertise to deliver qualified leads
- Turning around underperforming companies, units, products and campaigns

I earned an MBA in Management from Fairleigh Dickinson University and a BS in Communications from the University of Tennessee. I have been honored with the Leadership Circle, the Shinu Award at Sony for outstanding sales/marketing management, and served on the team that won an Emmy Award for technical excellence.

[SELECTED ACCOMPLISHMENTS]**Increased sales with improved RFPs**

TriPower was losing business due to delays in RFP requests. Developed automated estimating tool, standardized design templates and proposal response documents. Reduced average proposal time from 21 days to three days and man hours per proposal by 90%. Increased close rate 270%.

Negotiated exclusive distribution agreement

TriPower product's profit was low due to market saturation. Signed exclusive distribution agreement with offshore manufacturer that lowered cost of goods 50% while increasing quality. Increased market share and spun off distribution firm, earning \$3M in revenue in two years.

Overhauled company image

Satcom Systems, Inc. was suffering from past reputation and aging image in the technology sphere. Renamed company Agiosat, creating a new brand, logo, message, website and all marketing collateral. Increased lead activity over 1000%, attracting higher-quality clients and increasing YOY revenue \$8M.

Turned around company

TriPower was unprofitable. Analyzed market and determined that product and labor cost was too high. Instituted purchasing processes for competitive bidding, quality verification, etc. Sourced new vendors, negotiating volume discounts. Reduced cost of goods 20% YOY, generating \$1.2M savings, the first year. Implemented new post installation services program that will increase per customer revenue 80%.

[CAREER HISTORY]

Vice President, Marketing and Business Development, TriPower Group 2008 - present

Hold full P&L responsibility at this wireless systems integrator. Recruited based on marketing success to develop new products and services as well as quickly increase revenue and profitability. Developed business plans, sales tools, website and marketing collateral. Created new company image, new social media program utilizing SEO/SEM, and launched new product line.

Developed new sales team, implemented CRM and Manage and RFP processes. Increased profits 10% YOY each year of tenure. Increased revenue an average of 50% YOY. Manage \$6M expense budget and 12 employees.

Vice President, Marketing, Agiosat Global Communications 2004 - 2008

Re-imaged this \$18M company servicing organizations with broadband connectivity. Drove revenue up 300% in one year with new product planning and implementation of full marketing campaigns. Managed \$1M budget and six employees.

Consultant, The RAS Group 2001 - 2004

Provide consulting services for project management and marketing.

Vice President, Marketing, Intellicom 2000 - 2001

Oversaw all product management and marketing functions for this \$12M company providing VoIP, satellite IP and broadband services to remote Latin American schools. Managed \$1.5M budget and six employees.

Director of Product Marketing, Louth Automation (Harris Corporation) 1997 - 2000

Oversaw all product management, marketing communications and sales support for this \$85 million company. Developed business cases, product specifications, launched and had overall P&L responsibility for 15 new software products as well as legacy products. Developed product life cycle policies including exit plans for several legacy products. Managed staff of 12 located in U.S. and UK along with dotted line responsibility for software developers. Increase revenue from \$45 million to \$85 million during tenure.

Director of Product Marketing, Sony 1988 - 2000

Held series of progressively more responsible positions in product management and product marketing. Responsible for development of business cases for U.S. focused and global focused software based products. Upon approval of business cases, was accountable for development of product specifications, advising development engineers, product launch, sales support and marketing communications for products within portfolio. Held full P&L responsibility for products in portfolio. During tenure, played key role in company surpassing \$1.5 billion in sales and being SONY's most profitable division. Managed 87 employees in seven offices in U.S. as well as in UK and Japan.

Activities

I am active on the Board of Directors for the Tri-Valley Learning Corporation, which operates two charter schools with 2,000 students. I also enjoy gardening, cooking, travel, coaching and watching baseball.