

Marketing Strategist. Global Experience. \$100 Million Successes.**Career History****Vice President, Marketing, 2005-2007***ACD Systems International*

Corporate Marketing leader for public international online commerce, corporate client, and retail software and services firm. Created corporate investor and analyst relations strategy, company evangelist and spokesperson, delivered product and promotion market penetration plans, and \$10mm online channel marketing programs. Responsible for product strategy, user experience, and web deployment through a strong 20-person international marketing team.

- Catapulted international marketing operation 8% under budget and 4 weeks ahead of plan.
- Led new web affiliate and extension programs to 32% increase in customer sales referrals.
- Delivered globally consistent and effective positioning programs, raising key regional awareness 43% in 18 months.
- Increased new customers 40% as a proportion of overall revenues through product targeting strategy and design process.
- Reversed Web and Email campaign sales decline, resulting in \$10mm revenue, and 3 prestigious awards for usability.
- Garnered numerous high-profile positive press mentions including the *Wall Street Journal* and *Pro Photography Magazine*.
- Negotiated revenue-producing relationships with Yahoo!, Canon, and other target partners and alliances.

Marketing and Alliance Strategist, 2001-2005*Principal Consultant*

Strategic Marketing consulting for \$10-100M international services and software firms including Visual Wireless, ADC Software, Compli, Avinon, and others. Drove plans and tactics to apply fresh thinking to challenging sales, marketing, positioning, and messaging problems for clients.

- Developed innovative enterprise marketing for telecom software clients leading to increased direct and indirect sales.
- Drove global and country-specific marketing partnerships for clients with InCode Wireless, Accenture, Lucent, Motorola, Verizon, Qualcomm, and Hewlett-Packard.
- Devised and executed ROI-positive Integrated Marketing Campaigns to focused targets.

Executive Vice President, Global Marketing and Alliances, 1998-2001*Usha Communications Technology*

Drove market entry strategies worldwide, increasing local awareness, creating consistent programs and tactics, and leading a global team for profitable \$35mm wireless GSM Billing, Customer Care, OSS and CRM vendor targeting wireless telecom service providers. Worked closely with wireless carriers to optimize marketing and customer experience processes.

- Led Global Alliances to 50% revenue contribution of \$15mm in three years.
- Managed complete alliance sales cycle to close joint \$10mm+ transactions
- Protected multimillion-dollar contract by negotiating software supplier rights.
- Streamlined proposal process; cut 12-day cycle to 24-hour turnaround.
- Hired and managed 45-strong globally distributed marketing team.
- Raised capital from The Carlyle Group, ICICI, and other institutional investors.
- Delivered multimillion dollar partner sales to Bell Canada, Verizon International, and others in Global Markets through IBM, HP, and Accenture.

General Manager, 1996-1998*Atlas Telecom***Vice President, 1989-1996***ViewStar (Global360), www.global360.com***General Manager, 1984-1989***Lotus Development Corporation (IBM), www.lotus.com***Education**

Portland State University, MBA Program Lecturer
Master's for International Management
Global Marketing Strategies

Massachusetts Institute of Technology
Graduate Studies, Metropolitan College
Software Engineering

State University of New York
Bachelor's Degree
Computer Science

Addendum

Publications and Presentations

Information Trends Conference, Amsterdam, Netherlands

BCC Forum 3GSM, Cannes, France

Electronic Messaging Association, Los Angeles, California

IMC Journal, International Edition, London, United Kingdom

COMDEX, Las Vegas, Nevada

Information Center Management Forum, Anaheim, California

Computers in Industrial Engineering, Orlando, Florida

International Experience

Extensive international online and channel marketing and alliance operations with specific on-the-ground short- and long-term projects, including establishing joint marketing and distribution partners, resellers, channel partners, joint ventures, and system integration partnerships in the EU (UK, Germany, France, Italy, Belgium, Spain, Austria), EU accession countries (Poland, Latvia, Estonia), Asia Pacific, and Latin America.

Fluent English. Conversational French and Italian.