

Highlights

VSS Monitoring, NPBs & Network Visibility Solutions, Solutions Marketing Manager, December 2014 - July 2015

Hands-on content creation supporting network security demand generation programs, including; campaign emails, offer development, ROI reports, blog posts, whitepapers and event communications. Topics discussed: network visibility, integrated security architectures, and NPM/APM.

Rambus, High Speed Memory & Serial Link IP Cores, Solutions Marketing, March 2014 - July 2014

Interim marketing management support for Rambus high speed memory and serial link IP cores, including: new collateral development, whitepapers and event related customer communications.

tibbr, Enterprise Social Networking Solutions, Product Marketing Consultant, March 2013 - July 2013

Supported product launch activities with new product marketing content, API partner communications, case studies and use cases for tibbr's enterprise social collaboration solutions.

WhiteHat Security, SaaS based Web Application Security, Product Marketing Manager, November 2012 - March 2013

Kickstarted product marketing efforts with new content and sales enablement materials including data sheets, battlecards and customer communications.

NetScout, Network & Application Monitoring Solutions, Marketing Consultant, June 2012 - Dec 2012

Hired to develop a new set of content and messaging to support NetScout's Unified Service Delivery Management campaign.

Vertical Communications, VoIP & IVR Solutions, Product Marketing Consultant, July 2011 - April 2012

Developed channel oriented GTM program case studies, and solution framework to capture new sales opportunities in healthcare markets.

Cisco Systems, Networking & Business Video, Solutions Marketing Consultant, 2004-2006 & 2009-2011

November 2009 to June 2011 Drove new marketing content, customer communications and use cases to support the sales of Cisco TelePresence solutions and services offered by Cisco's service provider partners. 2002 to December 2006 Managed channel and direct customer campaigns supporting Cisco's security and unified communication solutions in SMB and vertical markets. Drove Cisco's financial industry "Bulls Eye" web 2.0 lead generation campaign and channel program. Results provided a 30% + lead response. Supported SMB channel programs by highlighting innovative partners with a success story program for SMB Select channel partners. Built a pipeline of new success stories and key PR opportunities each quarter.

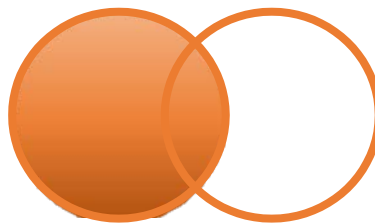
Channel/Direct Marketing Mix

Technology, API and Alliance Partners

Co-marketing programs for sales traction with strategic partners

SaaS, IaaS, PaaS and Managed Services Providers

Sales enablement programs to fast track partner profitability



Enterprise

Marketing programs to communicate compelling business value and ROI

SMB

Guerilla marketing tactics to reach key SMB segments

CheckPoint Software, Security Software, Customer Marketing Consultant, 2006 - 2007

Answered CheckPoint Software's need for increased customer engagement in their enterprise marketing programs including industry presentations, customer testimonials and case studies to better serve the needs of product marketing, field sales, channel partners, public relations, and analyst requests.

Adobe Software, Enterprise Content Management, Marketing Consultant, 2002 - 2003 & 2009

2009 Marketing consultant with Revel to produce messaging analysis and framework to address enterprise IT audiences. Recruited and interviewed senior IT management in target industries and created in depth personas of key IT members for use by the sales and field marketing organizations. 2003 - 2004 Member of a cross-functional team tasked with developing the government channel strategy. Realized \$10M upside in first year of the program.