

SYNOPSIS

Software industry veteran with over 12 years in executive roles with companies ranging from the world's largest technology brands to very small, high-growth startups.

Deep technical background in software engineering, product management, and technology evangelism developed during first 10 years in business.

Currently providing strategic advice to multiple technology firms, with a focus on supplementing traditional marketing with "inbound marketing" techniques and technologies.

Repeated success in guiding companies large and small through the establishment of new product categories, and securing leadership positions in those new markets.

- Ensure the definition of clear, quantifiable, addressable markets
- Lead the development of crisp and compelling market messages
- Design go-to-market plans including appropriate mix of inbound and outbound tactics
- Budget, staff and manage product marketing, demand creation, and marketing communications teams to drive aggressive market growth
- Establish shared objectives for marketing and sales, with corresponding measurement
- Drive strategic planning process, including assessment of market and technology trends, selection of product-specific strategies and roadmaps, and creation of go-to-market plans
- Align and excite teams to excel in achieving company goals and objectives

ROLES

CURRENTLY Founder, **ELASTIC BRANDS LLC**

- Published e-book entitled "[Marketing Unbound. A New Marketing Management Model Based on Conversation and Community.](#)" to drive demand for strategic brand management and marketing advisory services
- Acted as "contract CMO," reporting to CEO of Geneva-based software company, leading North American (in English) and European teams (in French) through comprehensive rebranding, development of new product and go-to-market strategy, execution of all marketing programs
- For a virtualization technology startup, developed and delivered new product launch program, including all-new messaging & collateral, PR / AR briefing materials, launch event logistics – within 60 days
- As communications consultant to open source social publishing company, delivered several strategic white papers for content syndication programs
- Developed new media technology and editorial roadmaps for client adoption and execution
- Designed and delivered multiple "social web sites" for local small businesses, requiring basic graphic design, HTML / CSS / PHP programming, integration across social media (blog, Twitter, Facebook, LinkedIn), ongoing content creation, and activity reporting

2002 – 2007 VP Marketing, **SONIC SOFTWARE**

- Responsible for marketing worldwide for Sonic, Actional, and DataXtend product lines. Functional areas include product marketing, marketing communications, demand creation, public relations, analyst relations, partner marketing, web marketing and marketing / sales operations
- Established “Enterprise Service Bus” category for Sonic as first mover, inventor, innovator – recognized in published research by Gartner, IDC
- Sonic revenue grew from \$16 million 2002 to \$34 million in 2005; acquired by Progress for over \$50 million in 2005
- Participated in acquisition teams for eXcelon Corporation (December 2002), Actional and Pantero (2006); projected \$100 million in revenue for FY 2008

2001 - 2002 VP Marketing, **NETEGRITY, INC.**

- Responsible for global, central marketing functions, including corporate and brand programs, all demand generation and marketing communications, press and analyst relations, partner marketing for \$100 million enterprise security and portal vendor
- Integrated and consolidated marketing following acquisition of DataChannel Corp.
- Acquired by Computer Associates

1999–2001 CMO, **BOWSTREET, INC.** (Acquired By IBM)

- Defined corporate identity and brand strategy for startup company
- Executed brand launch including national print and out-of-home advertising program, *Inside the Kaleidoscope* industry conference and follow-up seminar and webinar series
- Generated leads driving over \$50 million in revenue
- Established 15,000-contact database within 12 months
- Managed \$13 million budget across all marketing programs
- Recruited marketing team of 25 in marketing communications, product management, product marketing, partner marketing, PR / AR
- Achievements include: 5 Wall Street Journal editorial placements; twice named to Red Herring 100 Hottest Companies; Information Week and Internet World covers; advertising campaign selected for inclusion in graduate advertising textbook; leadership position ahead of IBM, Oracle, Microsoft, Sun, HP in new Gartner Magic Quadrant category: Web Services Platforms; press impressions of over 50 million
- Executed company launch in Great Britain, France, Germany including public relations agency selection, press/analyst tours, initial demand generation programs

1997–1999 **IBM**

VP, Lotus Business Partner Program and IBM Partnerworld for Software

- Managed 60 staff, 15,000 partners, influencing \$500 million in revenue
- Defined and delivered partner recruitment, enablement and retention programs
- Integrated Lotus, IBM software partner programs under IBM PartnerWorld for Software

VP, e-business Software Marketing

- Defined market and product requirements for IBM Websphere application server
- Integrated technologies from 3 IBM research labs in build vs. buy analysis

1987–1997 **LOTUS DEVELOPMENT CORPORATION**

Sr. Director, Notes/Domino Marketing

- Launched Lotus Notes versions 4.0 and 4.5
- Led rebranding of Notes server as Domino

Engineering, field marketing and technical support

- C and PC Assembly language programming
- Two-year assignment to launch new Lotus business unit in Europe

EDUCATION

1998 **UNIVERSITY OF PENNSYLVANIA**

1993 **COLUMBIA UNIVERSITY**

- Executive education programs in marketing

1985-1988 **HARVARD UNIVERSITY**

- Graduate coursework in data structures, assembly language, compiler design, finite mathematics, artificial intelligence

1976-1980 **CONNECTICUT COLLEGE, BA, Philosophy**

- One of 20 Residence Directors, elected Class President at graduation