

OBJECTIVE:

A responsible position in Product Marketing Management with an organization that values the improvement of how customers interact with and use new technology.

PROFESSIONAL SUMMARY:

As a solid, high-energy marketing professional, I am skilled in identifying underlying end-user problems and leading the specification and development of customer-focused solutions. These solutions are developed through innovations in either software and/or hardware/devices. I offer strong Business Development skills, significant experience with market, customer, and competitive research, as well as management of outbound marcomm functions necessary for the successful promotion and launch of new products. My experience ranges from privately held to Fortune 500 companies.

WORK EXPERIENCE:

MOLECULAR DEVICES CORPORATION

2003-PRESENT

PRODUCT MARKETING MANAGER

5/2003-PRESENT

- ◆ Redirected executive team resulting in the addition of a corporate strategic intent focused on software development.
- ◆ Shipped four versions of SoftMax Pro software to offer new microplate reader support and enhanced usability.
 - Initiated competitive analysis and extensive customer visits to identify and communicate multi-year software strategy to executive team and rest of company. Identified and implemented several process-based programs to reduce operating costs and improve worldwide sales force efficiency and effectiveness
 - Identified & implemented numerous cost-savings measures related to product, support, and production, ultimately reducing COGS by 73%.
 - Formalized market research/demographics efforts through online product and website visitor registration.

PALM COMPUTING, INC.

1996-1999; 2001-2002

CONSULTANT / PRODUCT MARKETING MANAGER

11/2001-9/2002

- ◆ Organized and developed the Universal CD effort for all future Palm products, providing a simplified UI design along with soft intelligence that minimized SKU changes and reduced COGS for all handheld products.
 - Addressed usability issues resulting in an improved out-of-box customer experience.
 - Implemented a loyalty program to generate +\$millions in new revenue while reducing operating costs.
 - Established /managed inbox partner and developer relationships to provide enhanced inbox software.
- ◆ Key contributor on Zire 71 multimedia product core team to identify & address hardware/software issues to ensure product goals & customer expectations were met. Chaired functional management for audio (MP3) & pictorial (JPEG) media support.
- ◆ Developed a consumer solution for wireless protocol configuration including GPRS and GSM via 802.11b and Bluetooth.

PRODUCT MARKETING MANAGER

8/1997-7/1999

- ◆ Acting Product Line Manager responsible for developing future system software and application software strategy.
- ◆ Managed inbound and outbound marketing activities for multiple products from concept to launch, including: product requirement identification, cross functional product teams, user interface design and testing, contract negotiation, development of sales/marketing collateral, creation/design of website, and management of external beta program.
- ◆ Company/platform spokesperson and evangelist for press interviews, product reviews and media briefings.
- ◆ Developed product concepts for critical products; identified key vendors necessary to develop these products.
- ◆ Authored multiple patents for hardware/software inventions.

SENIOR QUALITY ASSURANCE ENGINEER

8/1996-8/1997

- ◆ Led multiple QA hardware/software projects resulting in quality products that exceeded consumer expectation.
- ◆ Designed and implemented company-wide defect tracking database to track and report on project requirements, test status, overall project metrics and requirement mapping for all product lines.

TEN SQUARE

1999-2001

PRODUCT LINE MANAGER

5/2000-8/2001

- ◆ Defined, managed development process, and successfully launched *MarketPlace*, an interactive promotional content application delivered on a new out-of-home network in three major Designated Market Areas.
- ◆ Researched, defined, and implemented a three-year software product strategy for innovative network applications.
- ◆ Developed and launched relational competitive intelligence system and sales forecasting/management suite serving marketing, business development and executive staff, reducing overhead by 13% and staffing by 10%.
- ◆ Chaired/directed implementation teams; presented recommendations to CEO/Board of Directors.
- ◆ Coordinated business development, sales, engineering, and customer service organizations necessary to identify and address core business problems, speeding national deployment of new interactive media network.

PRODUCT MARKETING MANAGER

7/1999-5/2000

- ◆ Managed consumer/market research for B2B and B2C network application suite product development.
- ◆ Defined and introduced company product lifecycle process resulting in faster product development cycles.
- ◆ Conducted and synthesized all research necessary to author a chapter of the company's strategic business plan.

AOL PRODUCTIONS / MEDIOR, INC.

1994-1996

LEAD QUALITY ASSURANCE ENGINEER

- ◆ Responsible for test planning/testing/shipping several award-winning multimedia software titles.
- ◆ Team leader with responsibilities to successfully design, manage, and use bug tracking and testing protocols.

PENSOFT CORPORATION / EO

1993-1994

SOFTWARE ENGINEER

- ◆ Developed product design requirements for pen-based personal information manager into a testable environment.
- ◆ Supervised configuration management and benchmark activities for new EO pen-based computers.

TMW

1989-1993

OWNER/CONSULTANT

- ◆ Created *FileMaker* database systems to increase productivity, sales revenue and to decrease operating costs.
- ◆ Developed inventory control, job costing, and sales tracking systems for Lifescan, Carlson Travel, & PeninsulaTravel.

PRODUCTS SHIPPED:

- ◆ SoftMax® Pro software: Standard and Enterprise Editions: v4.6, v4.7, v4.7.1, 4.8
- ◆ MDC Software Validation Package for regulatory compliance
- ◆ Ten Square MarketPlace™
- ◆ Palm OS 3.5, Palm™ MacPac v2, Palm™ MacPac v2.5, Palm™ Software Development Kit v2
- ◆ *Men are from Mars, Women are from Venus* hybrid CDROM
- ◆ 10 releases of 2Market interactive shopping CD-ROM (v1-v3), ARPLE, NT "IQ" Sales & Mktg CD-ROM sets (v22-28)

EDUCATION:

- ◆ **University of California, Davis – Bachelor of Science, Human Physiology;** emphasis in exercise physiology.
- ◆ **University of California, Berkeley – Marketing** certificate coursework
- ◆ Additional: Advanced *FileMaker* Pro systems development, *HyperScript*, Software Testing Techniques

OTHER INTERESTS:

- ◆ Photography, home theater, classical music, enology, skiing, hiking, camping, home brewing, genealogy, and gardening.