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## PROFESSIONAL SUMMARY

Marketing executive with 20+ years of experience increasing awareness and building brand, establishing new software categories. Producing bold integrated demand generation campaigns that resulted in increasing MRR quarter over quarter and filling over 80% of the sales pipeline. Success in leading and developing cross-functional teams of 5 -30 direct reports.

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## CORE QUALIFICATIONS

Visionary ~ Strategic ~ Global Marketing ~ B2B Software Solutions ~ Partnership Development  
Digital Marketing ~ Product Positioning ~ Influencer Relations ~ Content Creation

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## EXPERIENCE

### nColwell Consulting

#### Principal

2019 &

2014 to 2016

**VP Marketing Consulting to a number of pre-IPO companies in the high-tech space including:**

- An IoT smart lighting software and component company
- A NoSQL company
- 2 predictive analytics companies
- A UX design platform and services company
- A team collaboration platform company (current assignment)
- A real-time communications platform company (current assignment)

### Telestax Inc.

#### VP of World-wide Marketing

2016 to 2019

#### **CPaaS (Communications Platform as a Service), Open Source, Telecommunications**

Focus placed on generating awareness and brand, increasing revenue through measured digital marketing and social media campaigns and building marketing infrastructure (SFDC and Hubspot) to support extreme automation. Work performed by a small team of marketing professionals. Key results:

- Established a new market category: CPaaS Enablement
- Frost and Sullivan award for 2018 North American CPaaS Enabling Technology Leadership Award
- Webinar with a 451 analyst supporting CPaaS enablement story (available on Telestax website)
- Authored aggressive B2B digital marketing campaigns (Hubspot, Twitter, and LinkedIn sponsored content)
- **90% 2017 & 2018 bookings** came from marketing-generated SQLs (documentation available)
- Marketing SQLs currently in pipeline sit **at \$5.8M** (documentation available)
- **Dramatic MQL growth** from 01.01.2018 - 8.31.2018 at 500 (chart available)
- New clearly articulated website reflecting company and product positioning that resulted in high SEO scoring
- Personally authored all content

### LucidWorks

#### Chief Marketing Officer

2011 to 2013

#### **Open Source, Search, Big Data, SaaS, Cloud**

Priority placed on turning the company around by rebuilding its brand and reputation to alter market opinion. Created and implemented a successful product and marketing strategy. Elevated brand awareness. Improved company and product messaging. Aggressively executed several integrated and measurable marketing campaigns. Key results:

- Renamed the company from Lucid Imagination to LucidWorks to match product naming
- Restructured LucidWork's product offering to make it easier to comprehend, market and sell
- Measurable digital marketing campaigns utilizing SFDC and Marketo
  - **Directly responsible for 41% of 2013 total revenue**
  - SEO/SEM, blogs and Twitter increased website traffic 2 fold and significantly improved search position
- Analyst/press accomplishments (no payments involved)
  - Frost and Sullivan Enterprise Search company of the year for 2012
  - CIO.com 2013 Top 10 Big Data Startups to Watch
  - Earned a positive placement within Gartner Group 2013 Enterprise Search Magic Quadrant

**DiVitas Networks** (acquired by Clearfly Communications)

**Vice President of Marketing**

**Mobile Unified Communications (Voice over IP), Mobility, Telephony, Wireless, SaaS, Cloud**

First VP of Marketing in company history. Key results:

- Generated \$1M in well-qualified leads within 18 months by implementing a combination of cost-efficient metrics-based marketing programs
- Tripled website traffic in 12 months from 1K hits per week to over 3K per week
- Named "1" of 7 hot companies to watch in 2008 - Forrester, 2008 Technology of the Year - IDG's InfoWorld, Start-up to Watch in 2009 - Yankee Group

**JasperSoft Corporation** (acquired by Tibco)

**Interim Vice President of Marketing**

**Operational Business Intelligence and Analytics**

Re-launched company as a leading open-source operational reporting vendor. Key results:

- Renamed company from Panscopic to JasperSoft
- Created new positioning, new messaging, website redesign and content and press tour
- Lead negotiations between sales and engineering to pull in a critical product release by 3 months
- Developed and implemented differentiated product positioning - gained the consensus of key analysts

**Thor Technologies** (acquired by Oracle Corporation)

**Senior Vice President of Marketing**

**Enterprise User Access Rights Provisioning (Security, Single Sign-on)**

Transformed ("re-start") Thor Technologies, with 1 customer and no revenue, to being actively sought out by Accenture and RSA - and ultimately purchased by Oracle within 14 months Key results:

- A significant boost in company and product awareness within the industry
- Vastly improved analyst relationships - including Gartner and Forrester
- An oversubscribed third round of funding
- Managed marketing process to be selected by RSA Security as its embedded provisioning partner
- Gained Accenture as a marketing and software distribution partner

**Cohera Corporation** (acquired by PeopleSoft)

**Vice President of Marketing & Member of Founding Team**

**Federated Data Management System (Distributed DBMS)**

Worked closely with serial entrepreneur and technologist, Michael Stonebraker, to obtain initial company funding. Assisted in facilitating PeopleSoft's acquisition. Key results:

- Successful web seminar program brought in the company's initial customers and several strategic partners
- Responsible for a customer advisory committee that influenced company strategy and product direction
- Responsible for all aspects of successful company branding, including naming and content creation
- Implemented an awareness campaign that resulted in 3 industry awards within 10 months

**NetDynamics Inc.** (acquired by Sun Microsystems)

**Vice President of Marketing**

**Application Server (web computing)**

First VP of Marketing. Designed and managed the process of building company awareness and brand. Key results:

- Renamed company from Spider Technologies to NetDynamics
- Established a strong channel program with leading resellers, system integrators, and distribution partners
- Implemented a workshop program that placed the company in front of over 500 prospects within 8 months

**Sun Microsystems Inc****Director of Business Development****Unix-based Servers, Operating System, DBMS**

Moved Sun Microsystems into leadership position for world-wide UNIX database application development/deployment within 24 months. Managed a team of professionals focused on making Sun a leader in the commercial computing market through the formation and management of key partner relationships. Key results:

- Implemented the foundation necessary for Sun to enter the commercial market and achieve over 1.5 billion in revenues by July 1994
- Established Sun as the top Unix development platform for the 4 major database players (Informix, Ingres, Oracle and Sybase) by working successfully at the CEO level within each company

**Hewlett-Packard Company****Senior Programmer Analyst****Sales Engineer Training Instructor****Product Line Manager****Proprietary and UNIX Hardware Platform, Operating System, DBMS Database Management**

- Financial Senior Programmer Analyst
- Trained over 250 Sales Engineers in Operating System, File System. Database and KSAM Internals
- Convinced Hewlett Packard executive management to invest in one final database release - improving customer satisfaction and trust during a major delay in the delivery of a new hardware platform.

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**EDUCATION**

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Attended both De Anza (Cupertino, CA) and Foothill (Los Altos, CA) colleges at night while working full time. Coursework focused on general education, finance, business and computer science