

## Results-Driven Marketing & Sales Executive

**Technology Expertise – Enterprise Software / Hardware Solutions**  
**Multi-Channel Execution – OEM's, VAR's, Distributors, and Mass-Market Retail**  
**Global Exposure – Experience in and in-depth comprehension of the global marketplace**

### **Business Value / ROI**

- **Marketing & Sales Strategist** – Extensive experience and success in defining and executing the overall Strategic Marketing and Sales plan to create new value and vision for the company -- from determining what differentiates the company's products in the market to mapping the organization to that strategy, with a particular emphasis on Marcom, demand generation, Web 2.0 Strategy, channel readiness, sales programs and pricing
- **Marketing Metrics** – Utilizes CRM and Six Sigma methodologies as analytical tools for ROI measurement, providing a roadmap to improve marketing and sales program effectiveness, including increased customer understanding, reduced marketing expenditures, and enhanced forecasting capabilities.
- **Team Leadership / Performance Optimization** – Skillfully builds and leads high-performance global organizations through effective talent acquisition, coaching and performance management. Drives results and customer satisfaction by directing the sales and support teams to provide expert product knowledge and service.

### **Potential Contributions**

- **Strategic Planning & Partnerships** – Successfully define and deliver value propositions for multi-tiered go-to-market strategy. Design and implement go-to-market process and partner programs. Develop and execute creative reward programs that consistently exceed growth goals. Formulate strategic joint planning processes and metrics to build partnerships that surpass sales and market share goals. Implement feedback mechanisms that track goals and customer satisfaction.
- **Best Practices Marcom Design & Implementation** – Creatively execute measurable integrated marketing campaigns utilizing permission based and personalized communications and branding. Evaluate existing Marcom strategy and design and implement effective Web 2.0 strategy using social and interactive tools.
- **Channel Ecosystem Definition & Development** – Provide expertise in the development of expanded channel business models to support forecast-based sales achievement. Evaluate existing channel coverage infrastructure, coverage models and recruitment strategies based on product value and business proposition, and create/implement models that grow sales and share goals.
- **Channel Readiness Definition and Implementation** – Define and manage go-to-market strategies and processes that create rapid product acceptance and profitable sales by channel partners. Team with product marketing and management to insure all products are "channel ready" when launched.
- **Alliances & Business Development** – Identify, nurture, and manage strategic partnerships in the technology industry designed to deliver solutions to various vertical markets: financial, education and healthcare. Develop a keen understanding and leverage models for key channel industry organizations. Build deep relationships with channel influencers such as CRN, Gartner, and IDC.

### **Professional Experience, Key Contributions and Performance Milestones**

#### **SEAGATE TECHNOLOGY, Scotts Valley, California – 2008 to 2009**

##### **Senior Manager – Americas Marketing and Alliances**

Recruited [back to Seagate Technology](#) based on previous performance track (*see page three*) to drive Marketing and Communications programs in the Americas and achieve sales and market share objectives. Activities included overseeing the direct marketing strategy to Distributors, Retail and Solution provider communities using permission marketing.

- **Created and Implemented Web 2.0 Strategy.** Using web portals, web seminars, blogs, and online communities expanded Seagate's marketing impact resulting in an increase of user visits, click-throughs and visit duration.

**SEAGATE TECHNOLOGY – continued**

- **Revamped and Re-Launched Highly Responsive Partner Program.** Set vision and goals and formulated a successful strategy to increase brand awareness and position the company for the next level of success. Additionally, redesigned the partner portal for component and consumer products for the Americas. Created and rolled out the “Partner Rewards” loyalty program.
- **Revitalized Latin America Marketing Strategy.** Created and implemented all marketing activities, including Web 2.0, market research, public relations and partners. Transitioned Latin America from decreasing sales into profitable growth within six months.
- **Integrated SalesForce.com with a Robust Partner Database.** Initiative generated comprehensive and meaningful reports, and contributed to the development of differentiated marketing collateral and Marcom activities.
- **Drove “Alliance” Marketing Activities in The Americas with Complimentary Vendors.** Key driver in developing and maintaining personal relationships with senior-level executive contacts with key vendors such as Intel, AMD, and Microsoft. Managed The Americas channel budget, including advertising, Co-op, MDF and sales development.

**NETWORK APPLIANCE, INC. – 2006 to 2008****Senior Manager - Global Channel Development – NetApp Global Services**

Highly visible executive leadership role overseeing business development for one of the leading and fastest growing storage manufacturing companies in Silicon Valley. Responsible for sales goals/quotas, budgets, and all channel marketing activities, as well as developing and implementing channel strategies, and a partner / distributor training framework.

- **Built and Launched the NetApp Service Partner Network from Ground Up.** Recruited and positioned appropriate partners, and established NetApp University, including curriculum and training certifications to optimize knowledge base of Partners and Distributors. Trained 5,000 + partner sales representatives, realizing an estimated \$1 million in savings in first six months of program.
- **Created and Implemented Channel Readiness Process.** Built a go-to-market model for all NetApp service products and worked with product management and product marketing to ensure all products were Channel ready when launched. Defined and implemented a vertical channel segmentation model for health care, government, financial and enterprise markets.
- **Increased Sales of Service Products by 400% +.** Leveraged global Channel Partner and Distributor sales programs. Established and managed global Channel Operations and metrics, consistently delivering a positive ROI.
- **Hired and Managed a Performance-Driven Regional Channel Development Team.** Demonstrated talents in developing highly productive employees, and fostering a culture of commitment to corporate goals. Particularly successful in acting as a coach and mentor to key leaders, enabling them to excel in their responsibilities.

**HITACHI DATA SYSTEMS, Santa Clara, California – 2003 to 2006****Director - Global Channel Marketing and Business Development Programs**

Responsible for developing an independent global reseller community by creating training, certification and services programs for storage subsystems, software and solutions. Involved creating Hitachi Data Systems' Channel Marketing Team, as well as formulating processes and developing programs to track marketing activities and ROI measurement to achieve sales and market share goals. Reported to the Vice President of Marketing.

- **Led the Transition of Hitachi's Business Model.** Transformed direct sales structure into an indirect channel model, growing sales by 30% within one year. Created channel coverage models and implemented partner recruitment strategy.
- **Created and Implemented Channel Readiness Process.** Built a go-to-market model for all HDS products and worked with product management and product marketing to ensure all products were Channel ready when launched. Defined and implemented a vertical channel segmentation model for health care, government, financial and enterprise markets.
- **Developed TrueNorth Channel Partner Program.** Designed and implemented a global, multi-tiered reseller program and recruited over 500 top tier storage solution providers. Formulated "Service Practices" for storage solutions and the sell and deliver process for Solution Providers. Increased Solution Provider profitability by over 30% by empowering them to sell and deliver services with all Hardware and Software engagements. Awarded 2003 VarBusiness ARC award for "Best Partnership Program".

**SEAGATE TECHNOLOGY, Scotts Valley, California – 1997 to 2003****Director – Global Marketing and Channel Development Programs**

Recruited to a leadership role to drive Seagate's Marketing Team and achieve sales and market share objectives. Reporting to the Vice President of Marketing, responsible for leading the company's direct marketing strategy to OEM, Enterprise and Reseller communities using permission marketing. Coordinated and produced all global conferences and tradeshows. Managed Global Marketing \$10 million budget, including advertising, Co-op, MDF and sales development.

- **Promoted Three Times.** Recruited as Channel Marketing Manager for the Americas in 1997, promoted to Senior Manager of Global Channel Marketing in 1999, promoted to Director of Global Marketing and Sales Programs in 2001.
- **Achieved Significant Global Growth.** Developed and implemented international channel marketing programs, delivering market share gains of (1) 30% in Latin America, (2) 20% in Asia-Pacific region, (3) 10% in Europe and (4) 7% in North America.
- **Developed Multi-Tiered VAR, Retail and Partner Channels.** Presented value proposition and gained executive buy-in for channel expansion beyond OEM's and distributors. Results:
  - *Resellers:* grew customer base to over 30,000 Global Partners within two years.
  - *Retail:* gained 10% market share in first six months within rapidly growing market.
  - *Global Partners:* championed partner program for all global regions focused on storage "solutions"
  - Awarded the *VarBusiness ARC Award* for best storage vendor program in 2001 and 2002.
- **Established Partner Support Programs.** Spearheaded the Seagate "START" Reseller Training and Certification program. Directed the development and content of reseller.seagate.com, Seagate's award-winning Partner website.
- **Enhanced Sales Programs.** Created and implemented long-term and short-term sales enhancement programs including MDF, Rebates, Sales Incentives & Rewards, Solution bundles and co-vendor agreements.

**Starfish Software (AKA Borland Act II), Scotts Valley, California – 1994 to 1997****Senior Manager – Marketing & Sales**

Recruited into Borland "spin-off" software company to create Channel Marketing and Sales organizations. Worked in close collaboration with founder Philippe Kahn (who also founded Borland International). Participated in product development and management. Negotiated contracts with major distributors and resellers. Presented company and products to press and investor communities. Challenged with gaining initial consumer market exposure and later, channel partner acceptance for innovative Internet-related products to drive incremental revenues. *High-level company success resulted in purchase by Motorola, Inc.*

- **Envisioned, Developed and Implemented entire Sales and Marketing Infrastructure for Starfish Software.** Included (1) all sales and marketing channels, (2) direct marketing plan for resellers and consumers, (3) product collateral, packaging and in-store displays, (4) advertising campaigns for industry and consumer publications, (5) product and corporate branding and communications.
- **Executed Product Development / Go-To-Market Strategy.** Partnered with product development team and played key role in delivering leading edge products, leveraging the Internet as a key market differentiator. Efforts involved defining marketing and functional specifications for both consumer and enterprise markets, creating value proposition, and gathering customer and analyst input for future product directions.

**Borland Software, Scotts Valley, California – 1989 to 1994****Senior Channel Sales and Marketing Manager**

Brought on board to lead Borland's North American Channel Sales and Marketing team. Focused on (1) developing distributor base, while competing against key market leaders Lotus and Microsoft, (2) creating value-added branding and advertising to increase penetration into mass-market retail accounts, (3) developing inside and outside sales organizations, and (4) negotiating major contracts with distributors and resellers.

**Education / Professional Development**

Bachelor of Arts, University of Colorado, Boulder, Colorado (1983 to 1987).

Founder & President, Gamma Delta Chapter of Theta Xi Fraternity

Trained in Six Sigma methods of process improvement and ROI measurement.

Trained in various sales and marketing disciplines including: Miller-Heiman Sales, Karass Negotiations, NTP Sales

Language Skills: English, Portuguese, and Spanish