

DIRECTOR OF MARKETING ♦ PRODUCT MARKETING MANAGER

Strategic Planning | Product Management | Technical Writing | Product Branding | Digital Marketing

Innovative, technology-driven leader with 16-year career conceptualizing and powering marketing programs, including launching, staffing, and developing marketing and sales organizations from the ground up.

Enthusiastic manager of small teams across Marcom, Product Management/Marketing, and Technical Sales, with expertise coordinating cross-functional staff through web design, collateral, branding, and deployment.

Versatile inter-departmental liaison with a talent for uniting efforts between highly technical product developers, customer-focused marketing/sales specialists, creative design teams, and business-minded executives.

PROFESSIONAL EXPERIENCE

LIGOS CORPORATION – San Francisco, CA and Savannah, GA

Director of Marketing6/2002 – 12/2012

Managed all sales and marketing initiatives and product lines, orchestrating efforts across Marcom, Digital Marketing, SEO, Strategic Partnerships, Branding, Collateral Creation, and Market Research. Took additional accountability for enterprise sales efforts in 2010. Successfully positioned company for possible acquisition.

- Broadened company's reach within broadcast (VAR) and direct multichannel video verticals, driving marketing and sales programs to pull in \$200,000-\$450,000 per quarter in annual licensing and service contracts.
- Boosted exposure to key customers and partners and increased company's IP value by inventing new method for bridging online content to on-demand television systems, including patent authoring and submission.
- Resolved long-time contentious relationship between East Coast engineering group and West Coast sales, marketing, and administrative offices.
- Cut product delivery time by 75% via implementing new order fulfillment process. Additional benefits included easier tracking, error reduction, and decreased inventory costs that saved approximately \$100,000 annually.
- Reduced department overhead from \$2 million annually to \$250,000 with minimal impact to productivity.

Director of Technical Marketing8/2000 – 5/2002

Led all initiatives in branding, technical writing and digital marketing to facilitate Ligos' leadership in consumer desktop video products and related SDKs, and initiated migration toward higher-end broadcast and cable markets. Respected as technology expert with a vast knowledge of interrelated industries and markets.

- Established and rebranded company as thought-leader in its field, promoting this new image throughout the U.S. and Japan in the press and at industry events such as Digital Hollywood, DVExpo, Replitech and others.
- Empowered sales executives to perform at the top of their game by designing and implementing demos, providing marketing collateral, and coaching presenters on message content and delivery.
- Produced \$350,000 to \$500,000 in net new annual sales by repositioning free product (Indeo codec) from Intel as best-in-class e-commerce product available directly from company (and still sought 15 years later).
- Designed business and product plans to facilitate Ligos' transition from commoditized consumer market to broadcast and multichannel markets, winning market share through Sony, SeaChange, and Broadbus.

Product Marketing Manager10/1997 – 10/1999

Launched start-up operations for West Coast Office with 20 employees. Worked closely and effectively with product management and marketing departments in rolling out line of consumer video software products.

- Achieved \$2 million to \$6 million in annual international sales through artful introduction of e-commerce products for consumers and licensable SDK for ISV/IHV OEM market.
- Attracted early adopter consumers and partners to help hone value offering of industry's first real-time MPEG SDK, gaining insight through licensees such as ATI, Sonic Solutions, Avid, Roxio, Adobe, MGI, and Ulead.
- Established product reputation and company brand by directly communicating the value of Ligos' "hidden" technology to industry press and analysts.

PROFESSIONAL EXPERIENCE

INTEGRATED DATA SYSTEMS – San Francisco, CA

Administrator of VRML Development 9/1996 – 9/1997

Established company as leader in Web3D technology outside of greater Bay Area market, producing a superior product one year ahead of main competitor, Silicon Graphics.

- Created first “browser detection” script in JavaScript for Internet browser plugins. By open sourcing the code, helped enable footprint of VRML and other multimedia content on the Internet despite plugin and browser incompatibilities, after concept was refined.
- Identified and defined firm’s core competencies; collaborated with new CEO in transitioning business model that resulted in company spinoff (Ligos) and Series A investment of \$15 million, led by Intel Corporation.

MANAGEMENT RECRUITERS INTL. / MRI VIDEO – Cleveland, OH

Graphics Specialist / Assistant Video Editor 11/1994 – 2/1996

Interacted with senior video editor and producers in the MRI Video division on Avid Media Composer-based video productions, graphic slates, digitizing, and logging for video productions, primarily training and commercial spots.

- Introduced 3D graphics and animation into workflow to create video productions with new revenue stream.
- Improved perceived value of division through initiatives in developing template-based PowerPoint presentations for national sales offices and creating graphics for company presence on the Internet.

EDUCATION & TECHNICAL EXPERTISE

<i>Classroom Training</i>	Foundation Arts Program, Columbus College of Art & Design, Columbus, OH Japanese Language (3 courses), Japan Society of Northern California
<i>Company Seminars</i>	Power of eMarketing, Search Engine Strategies, Interactive Media, Mobile & Social Networks, Computer Graphics
<i>Industry Conferences</i>	Digital Hollywood Mobile Forum, Internet TV Technology Conference, Digital Living Room, TV of Tomorrow
<i>Adobe Design Tools</i>	Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, Premiere, After Effects, InDesign
<i>Web & Streaming Video</i>	HTML, XML, CSS, RSS, Media RSS, SEO, VRML, ECMAScript/JavaScript; MPEG, H.264/AVC, EBIF, iTV; RTP, RTCP, RTSP, UDP

INDUSTRY INNOVATION

Inventor... US Patent Pending, “Method & System for Management and Presentation of Online Content” (2009).

Co-Author... “The Future of Digital Entertainment: Creating Convergence,” Scientific American (Nov. 2000).