
DIRECTOR OF MARKETING ♦ PRODUCT MARKETING MANAGER

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

Innovative, technology-driven leader with a 20+ year career conceptualizing and executing marketing programs, including launching, staffing, and developing marketing organizations from the ground up.

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

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

PROFESSIONAL EXPERIENCE

REVOLVE LABS – Cleveland, OH and Savannah, GA

Director of Marketing.....2016 – 2019

Managed all marketing efforts for this spinoff from Ligos, focused exclusively on mobile applications for the iOS and Android platforms. Responsible for all Branding, IP Admin, App Launch strategy, Web Design and Online Content management, SEO, ASO, Social Media and User-community Development. Administered Ad Budget and Campaigns for Google AdWords, Facebook, Apple Search and Twitter, including Analytics and Reporting. Contributed to the Design, Documentation, QA, UI and UX of our mobile apps. Start-to-finish Outsourcing Management, including project requirements, bids, contracts and deliverables.

- Successfully launched the initial iteration of an enterprise video messaging app, and facilitated its sale to an outside firm for \$3 million.
- Co-invented, authored and secured a patent (USPTO No. 10,070,063 “Integrated Video Capturing and Sharing Application on Handheld Device”) for methods related to one of our apps.
- Successfully launched an ad-supported TV tie-in game app and grew its user base to over 10,000 installs, with an average retention of 40% and thousands of play sessions each week.
- Tools and platforms: G Suite, Slack, App Annie, Union Metrics, AWS/S3, AdMob, Hootsuite, Mixpanel, Google Analytics, Facebook Analytics, Google Play Console, Atlassian Jira, Squarespace and WordPress.

LIGOS CORPORATION – San Francisco, CA and Savannah, GA

Director of Sales & Marketing2002 – 2016

Managed sales and marketing initiatives: Marcom, SEO, Strategic Partnerships, Branding, Collateral, Tradeshow Management (including international) and Market Research. Took accountability for enterprise sales efforts in 2010.

- 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.
- 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 Marketing2000 – 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 the company as thought-leader in its field, promoting this new image throughout the U.S. in the press and at industry events, and in Japan on a speaking tour on behalf of the U.S. Department of State.
- 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 20 years later).
- Developed 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 Manager1997 – 1999

Launched start-up operations for West Coast office with 20 employees. Worked closely and effectively with Product Management and Marketing in rolling out line of consumer video and audio software products.

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

INTEGRATED DATA SYSTEMS – San Francisco, CA

Administrator of VRML Development.....1996 – 1997

Served as Technology Evangelist for user community, press and analysts. Helped establish company as leader in Virtual Reality Modeling Language, producing a superior product a full year ahead of its main competitors.

- Created industry's first "browser detection" code for Internet browser plugins. By open sourcing, helped enable footprint of early advanced multimedia content on the Internet, despite plugin and browser incompatibilities.
- Collaborated with CEO to identify firm's true core competencies and aided in transitioning to a business model that resulted in company reorganization (Ligos) and Series A investment of \$15 million, led by Intel Corporation.

MANAGEMENT RECRUITERS INTL. / MRI VIDEO – Cleveland, OH

Graphics Specialist / Assistant Video Editor1994 – 1996

Worked 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's initial presence on the Internet.

EDUCATION & TECHNICAL EXPERTISE

<i>Classroom Training</i>	Foundation Arts Program, Columbus College of Art & Design, Columbus, OH Beginner's Japanese (3 courses), Japan Society of Northern California
<i>Professional 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

PUBLICATIONS & INNOVATION

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

"The Fantasy Trip Adventures: The Curse of Katiki-Mu," Steve Jackson Games (Sept. 2019).

Co-Inventor: USPTO 10,070,063 "Integrated Video Capturing and Sharing Application on Handheld Device"