

Summary

Goal driven, dedicated and resourceful senior manager with a solid background in web-based marketing, program management, product management and information architecture of complex systems. Proven leadership and management capabilities. Excellent public speaker with strong verbal and written communication skills.

Experience

- 7/07 - Present **Websense** San Diego, California
Senior Product Marketing Manager
Responsible for providing strategic marketing direction to help Websense realize its long term vision of becoming a leader in the security market. Marketing efforts are focused on outbound product marketing activities spanning go-to-market strategy and planning, positioning/messaging, sales/channel enablement, sales tools, pricing strategy, product branding, press/analyst engagements, and competitive analysis, sales training and education.
- 6/06 – 7/07 **McAfee Inc.** San Diego, California (McAfee acquired Preventsys)
Senior Manager, Product Marketing
Responsible for developing and directing go-to-market activity to achieve planned business objectives and growth with a key emphasis on routes-to-market optimization and strategy. Working with local marketing teams around the world, to develop tools and training to equip the sales force, as well as coach/advise the regional marketing teams in creating effective demand generation programs. Serve as primary interface between the product team and sales/customers, and act as the internal evangelist and product expert. My most recent work includes:
- Managing marketing integration of Preventsys products into McAfee product suite
 - Developing pricing and packaging plan for direct sales and large channel organization
 - Conducting press and analyst briefings for both Preventsys and Foundstone products
 - Training channel and direct sales force across the globe on security risk management strategy
- 1/05 – 06/06 **Preventsys Inc. San Diego, California**
Sr. Director of Marketing
Responsible for all marketing strategy and communications, including: brand and communication strategy, press and analyst relations, messaging for products and initiatives, sales tool development, event management, and all lead generation activities: e-mail, seminars, webcasts and direct mail campaigns. Attention to detail and project management skills led to the successful planning, development and execution of multiple lead generation activities within 17 months :
- Planned and executed 19 major events/trade-shows, exceeding lead generation goals by 270%.
 - Planned and drove 2 extensive press and analyst relation tours to support a re-branding of the company and relaunch of existing products into the market
 - Managed and coordinated the development of six national webcasts
 - Redesigned and developed product literature and company messaging
 - Rearchitected and launched new web site
- 11/02 – 1/05 **Iron Mountain Inc.** San Diego, California
Product Manager
Managed day-to-day operations and support for Iron Mountain's records management software products with major emphasis on marketing strategy and implementation. Performed market research and analysis of competing and complementary technologies, identification of customer needs, trends and behaviors. Conceptualized and designed information architecture for Iron Mountain Connect, a new customer enterprise information and application portal. Managed proof of concept documents, budget plans and all product releases. Responsible for sizing market potential and creating new strategies, tactics and business ideas to increase product market share. Packaged existing solutions in new ways to highlight Iron Mountain's full range of software products in the records management arena from conception through promotion and implementation. Developed pricing, communication, value proposition messaging, go-to market strategy. Led cross-divisional teams and global product teams to ensure the successful launch of Iron Mountain Connect to

more than 20,000 accounts across the US & Europe.

- Analyzed customer behavior and wrote Market Requirement Documents, Product Requirement Documents
- Measured usage, new sales, and reported on customer trends and behaviors
- Designed and conducted usability tests at customer sites across United States
- Launched webinar training program to increase adoption and use of new products and services

2/01 – 7/02

VERITAS Software Inc. Mt. View, California

Marketing Programs Manager.- Channel Marketing

End-to-end management of a complex, multiple-phased project that provided personalized content to six different partner types and tiers using ATG Dynamo. Wrote Market Requirements Document, designed schematics for new web architecture, created and managed project plan. Developed business, functional and system requirements. Designed business rules for authentication and authorization to ensure highest level of security. Responsible for budget management, hiring staff to complete project and management of both editorial and development teams. Provided executive management with presentations throughout the project lifecycle.

- Trained business analysts and marketing teams to use TeamSite, content management system
- Served as facilitator between cross divisional teams
- Responsible for web-based marketing campaigns and promotional web sites

9/00-2/01

Cisco Systems San Jose, California

Consultant

Developed and managed public and private events for Cisco's New World Ecosystem to engage Partners with Cisco Sales force. Supervised web development for CCO Online, Cisco's online Partner Connection. Worked with Developers to improve information architecture to make information easier to find. Updated intranet and extranet to keep sales force and Partners aware of upcoming events.

- Contributed to web strategy for CCO Online
- Provided management with presentations on progress and sales growth
- Supervised, managed and developed more than 15 Roadshows across the United States

2/00-9/00

TechPlanet Menlo Park, California

Marketing Services Manager

As one of the first employees in TechPlanet's marketing department, played a leading role in the development of the company's marketing activities. As Marketing Services Manager, managed corporate web site, developed and designed printed and promotional material, and worked as a project manager with advertising agency DDB, Chicago. Managed all focus group studies and product launches and created competitive and customer analysis reports.

- Developed information architecture for external web site and led development effort of our intranet
- Promoted internal communications by creating an internal e-newsletter for our corporate and field offices
- Established company-wide referral program that dramatically reduced customer acquisition costs

97-/00

KNVN North Valley News NBC affiliate, Chico, Redding, Sacramento

KDCI Local Headline News San Diego, CA

NewsScene, Learning Channel San Diego, CA

Morning Anchor/ Lead Reporter

Prior to entering the high-tech field I worked a television news anchor/reporter for several stations throughout CA.

- Wrote and produced Good Morning North Valley
- Reported for top-rated NBC affiliate
- Served as Bureau Chief for Redding Office, managed a team of 4 Reporters/ Photojournalists

Education

University of California at San Diego La Jolla, California

Bachelor of Arts degree: Communications & Computers

Provost Honors

Skills and Interests

- MS Office Suite: Excel, Access, Visio, Microsoft Project, PowerPoint, Outlook, SharePoint
- Interwoven, Vignette XCM and Site Administration tool, Salesforce.com, Adobe, HTML, D&B MS Web
- Excellent verbal, written communication skills, and public speaking skills
- Goal driven, self-motivated, and dependable team player
- Strong analytic and problem solving skills