

MARKETING • GLOBAL LEAD GENERATION PROGRAMS • PROGRAM DELIVERY

Innovative and resourceful marketing professional with a demonstrated record of achievement in developing strategic client relationships to generate new, and drive existing business.

Highly experienced in managing the delivery of global lead generation programs and CRM tools. Contributed in a dynamic start-up environment as the fourth employee of Group Technology, which is now a public company. Accomplished marketing professional with the ability to collaborate effectively with all members of the organization to achieve business objectives. Guided the professional development of junior staff and expertly navigated a dynamic and constantly changing professional environment.

Core Competencies:

- ✓ CRM Tools
- ✓ Strategic Client Relationships
- ✓ Innovation & Creativity
- ✓ Collaborative Team Player
- ✓ International Exposure

PROFESSIONAL EXPERIENCE

GROUP TECHNOLOGY • San Francisco, CA

2004-Present

Senior Marketing Manager, Customer Programs (2007-Present)

Demonstrated capabilities in forming trusting client partnerships, and subsequently selected to assume the Senior Marketing Manager role to develop strategic client partnerships as part of closing deals and reviewing new initiatives that would offer the company's solutions to existing and potential customers. Developed an online reference system that assisted in closing over \$12 million in new business, and influenced over \$36 million worth of opportunities in the global sales pipeline.

- ✓ Implemented a formal customer program to nurture strategic partnerships. Offered key clients the 'Group Innovator' program, a professional development program which provided enhanced service and support, and a technical roadmap of new product features.
- ✓ Collaborated with a third party provider to develop and integrate an online reference system into the CRM, which included case studies, video, audio interviews and testimonials located on a secure website that customers could access regarding other customers' product experiences.
- ✓ Conducted training of the sales staff to effectively use the reference system. Interacted on a regular basis with field marketing personnel to generate interviews from customers for new case studies and promote clients at international events.

Senior Marketing Programs Manager (2006-2007)

Managed online direct marketing efforts, including budgets. Created and executed global marketing programs. Led the global search and production of online lead generation programs to position the company as a market leader. Contributed to generating 2,000+ corporate customers as the company experienced a 293% increase in annual revenues in 2006. Provided direction and motivated two marketing professionals.

- ✓ Launched live technology web seminars in the US, UK, and Asia Pacific regions to increase brand awareness and successfully reduced the average sales cycle from 90 to 30 days.
- ✓ Solidified ongoing relationships with EMEA, APAC, and America-based regional sales managers to conceptualize, define, and launch new marketing program strategies.
- ✓ Built and managed web tracking and analytics for online campaigns, and optimized global online and lead generation programs. Applied budgeting skills to reallocate marketing dollars to increase site traffic.
- ✓ Promoted brand loyalty through the management and expansion of a customer reference program, which also served to develop market intelligence.
- ✓ Served in a project management role and worked with the IT department to build a scalable web-based lead automation tool to optimize data.

PROFESSIONAL EXPERIENCE - CONTINUED

Field Marketing Manager (2004-2005)

Planned and managed global event execution personally or with in-country staff. Traveled 50% of the time to international locations to provide project oversight and facilitate the streamlined execution of events to generate leads for worldwide sales, which contributed to the company's improved market share position from #4 to #2.

- ✓ Initiated and automated a real-time lead generation program, which increased inside sales productivity by 50%.
- ✓ Tested, tracked, and reported on global online marketing campaigns and associated results.
- ✓ Negotiated all efforts associated with domestic events. Supervised and directed tradeshow staff members and contractors, and successfully managed associated budgets.
- ✓ Customized and streamlined sales force automation work flows for the sales team

Business Manager (2002-2003)

Hired as the company's 4th employee charged with establishing operating procedures to manage HR, accounting, payroll, patent filings, and the employee stock program. Recognized for commitment, tenacity, and strong business planning capabilities resulting in an opportunity to assume a marketing position in 2004.

- ✓ Sourced and negotiated vendor agreements, and promoted successful operations.
- ✓ Managed hiring and immigration issues. Researched and implemented health benefits program.

LEADING CORPORATION AND NETWORKS • San Francisco, CA

1998-2001

Business Services Manager

Hired as the 3rd employee of a start-up company and managed operations efforts. Contributed to the company's growth to a 128-person operation. Effectively controlled costs through ongoing management of accounting, payroll, stock, and healthcare benefits

- ✓ Assisted with the subsequent merger with Inktomi, including integrating stock, benefits, and employees into the integrated organization.
 - ✓ Worked on audits and compliance efforts for investment bankers and accountants as part of the merger activity. Coordinated due diligence efforts.
 - ✓ Project managed the development of 2 offices and an executive conference room with leading-edge demo equipment, which was completed 10% under budget.
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ADDITIONAL EXPERIENCE

Culinary Positions (2001-2002)

POSTRIO, a Wolfgang Puck Restaurant, San Francisco, CA

ANNISA, awarded in 2001 Food and Wine, Best American Chef, New York, NY

EDUCATION & ACTIVITIES

UNIVERSITY OF CALIFORNIA, BERKELEY - **Bachelor of Arts**

FRENCH CULINARY INSTITUTE - Culinary Arts (Hons.)

President, Toastmasters (2007-2008); **Vice President**, Toastmasters (2006-2007)**Fundraiser and Chef**, private dinner parties to raise awareness for CHARITY**Volunteer**, CITY Food Bank, and cooked hot meals for Ground Zero cleanup crews