

## Product Marketing Manager, Marketing Program Development Web Programming, Desktop Publishing and Graphics

### SKILLS AND ABILITIES

An accomplished high-tech manager with over 15 years' experience in technical product marketing and program management. Created and developed new business opportunities, established and managed relationships with industry leading accounts, and marketed new product lines to cultivate and reinforce key marketing strategies.

- **Successful tenure at multi-billion dollar high-tech corporation.** Continually advanced to positions of greater responsibility through excellent performance, dedication and accomplishments.
- **Unique ability to quickly and intuitively understand technology and its marketability,** and to grasp opportunities and resolve challenges at both the technical and marketing levels.
- **Ability to present complex material** in clear, objective and easily understood terms. Lectured at numerous public speaking engagements.
- **Excellent skills** in written and verbal communication, interpersonal relationships, management, team building and conflict resolution.

Highly proficient with **Microsoft Office**, and with **Adobe Dreamweaver, InDesign** and **Photoshop**.

### SELECTED ACHIEVEMENTS

- **Led Intel's acquisition** of Kuck & Associates, Inc., a premier supplier of compiler software. Initiated meetings with Intel executives and company reps, wrote and distributed a situation report and recommendations, and **drove process to a successful completion.**
- **Advanced Intel's market development program** for the Pentium processor. **Managed over 20 accounts** that enhanced their software to support Intel's latest hardware, and performed extensive co-marketing with customers and press.
- **Managed development and completion** of Intel video capture board. Wrote specifications of project that went from **prototype to completed retail product in 13 weeks.** Received numerous awards of excellence and **sold over 100,000 units.**
- **Established market** for new Intel video software **where none previously existed.** Traveled extensively in U.S. and Europe making formal presentations to customers and at Intel conferences and trade events.
- **Created and implemented** logo branding program, influencing dozens of multimedia vendors to display Intel logo on their products and promotional materials. **Sold program to companies' executives,** authorized contracts, and provided extensive customer support.
- **Licensed video software** to two market-leading vendors, greatly enhancing Intel's presence in the retail video software market and generating over **\$1 Million in revenue.**
- **Directed marketing/engineering program** to solicit customer feedback during design of new software release. Engineering received critical feedback from **18 vendors** that was incorporated directly into the new release, resulting in product's integration into mission-critical/market-leading software applications.
- **Designed and directed** construction and launch of new multimedia and software development lab. **\$500,000** facility was **completed and operational in 12 weeks.**

<b>PROFESSIONAL EXPERIENCE</b>
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**The JK Group, Princeton, NJ** **2013 – 2014**

*Developer of Internet software and financial programs for corporate philanthropy*

**Implementation Consultant**

- Worked with clients and development teams to analyze project requirements and create web and database software enabling corporate employee philanthropy and charitable giving.

**Florida Atlantic University, Jupiter, FL** **2009 – 2012**

*Large public university in southeast Florida*

**Coordinator, Computer Applications**

- Completely rewrote and significantly improved [Honors College web site](#).
- Created Lifelong Learning Program's first web site and online class registration system.
- Designed and published course catalogs and program marketing materials.
- Provided technical and instructional support services for faculty and lecturers.

**Juniper Properties, Jupiter, FL** **2001 – 2008**

*Successful entrepreneurial residential property brokerage/management firm*

**Project Manager / Partner**

- Moved to Florida in order to be closer to family. Embarked on entrepreneurial venture to expand and manage highly visible residential property brokerage firm in exclusive FL region.
- Applied cross-functional expertise in business development, marketing, and project management.

**Intel Corporation, Princeton, NJ and Hillsboro, OR** **1988 – 2000**

*Multi-Billion Dollar Worldwide Electronic Components Manufacturer*

**Program Manager** **1998 – 2000**

- Led Intel's acquisition of Kuck & Associates, Inc., a premier supplier of compiler software.
- Evaluated investment opportunities, contracted and funded key software developers to create 64-bit versions of their applications for Itanium processor early adopter program.
- Managed relationship between Intel and Apple Computer, resolving many challenges.

**Product Marketing Engineer** **1996 – 1998**

- Defined and marketed Intel's Indeo video and Smart Video Recorder products.
- Licensed video software that generated over \$1 million revenue in 2 years.
- Designed and managed construction of a \$500,000 software lab, completed in under three months.

**Applications Engineer** **1993 – 1996**

- Established market for new Intel video software where none previously existed. Traveled extensively in U.S. and Europe.
- Licensed 12 multimedia authoring tools companies to incorporate new software into their products, ensuring that producers could author content in new format.
- Created and implemented the Indeo video logo branding program.

**Marketing Project Manager** **1991 – 1993**

- Participated in creation of Intel's corporate multimedia strategy, including market definition, account selection, design and execution of account plans.
- Managed account relationships with developers creating applications for Intel's DVI multimedia technology. Facilitated co-marketing agreements, trade events, product demos and launches.

**Technical Marketing Engineer** **1988 – 1991**

- Provided technical support for DVI multimedia products. Fielded thousands of customer contacts, trained customers, wrote example programs and technical documentation.

<b>EDUCATION</b>
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**BS - Computer Science, University of Scranton, Scranton, PA**