

SENIOR-LEVEL U.S. & INTERNATIONAL PRODUCT MARKETING & BRAND STRATEGIST

**Major Account & Channel Development • Strategic Market Planning • Brand Positioning
New Product Development & Roll-out • Process Reengineering • Licensing
Promotions • Media • Packaging • R&D • Forecasting • Outsourcing**

- Utilize overall knowledge and business acumen in building and positioning a brand and mentoring the sales team in presenting it to customers – led the sales teams that closed accounts such as WAL-MART, SAM'S CLUB, TARGET and STAPLES.
- A presenter at industry venues – spoke at the American Marketing Association on topics such as development, launch and measuring the success of CASE LOGIC's brand conversion.
- Expertise in product management, including market research, and product development – a leader of focused cross-functional teams that enhance productivity and profitability.

PROFESSIONAL HISTORY

ADVANCED COMMUNICATIONS, INC. (ACI), New York, NY 2000 – Present
Leading global marketer of lifestyle-oriented accessories, including storage and organization solutions for the audio, computer, photo/video, DVD and automotive markets.

Senior Manager, Product Management, 2002 - 2004

Managed the Product Management Team as Product Manager for a \$12MM global computer business and for an acquired wireless accessory company with \$25MM in sales, which was built up and re-positioned for sale. Managed four direct reports from a New Jersey home-office.

- Integrated an acquired wireless accessory company with 200+ SKUs into the ACI brand:
 - Developed a new product roadmap for wireless accessories and managed a partnership with an outside industrial design firm to develop new accessories;
 - Oversaw forecasting for an existing product line and repositioned the wireless accessory category for acquisition by a manufacturing partner in Q1 2004;
- Developed a new line of patented notebook cases targeted at untapped distribution opportunities; added approximately 50-67% in sales over existing revenues.
- Served as the company's sales person for STAPLES; grew sales by 5% in 2003 and laid the groundwork for an additional 5-10% sales growth in 2004.
- Served as a member of the Brand Council that repositioned the ACI brand; initiated global brand cohesion and standardized global marketing communications, saving costs.

Director of Marketing, 2000 - 2002

Managed Product Management, Packaging, Web and Marketing Communications Teams, with seven direct reports and a total department of 14. Oversaw the development of global marketing plans written by the Product Managers (PMs).

- Advocated the need for product management to take the lead in managing bottom line profitability; product team was reorganized in Q4 '03, PMs gained direct control over their product line, and Operations, R&D and Procurement planned more efficiently.
- Managed the project to reposition the ACI brand – completed it on budget within a year:
 - Functioned as the direct liaison to an outside brand consulting agency;
 - Oversaw repackaging of 400 global SKUs in time for launch at Consumer Electronics Show;
 - Coordinated the move to a new PR firm to build awareness of a new brand image; and
 - Led the Brand Council in maintaining global cohesion of brand repositioning; and
 - Acted as gatekeeper for global marketing in the U.S., Canada, Europe and Asia Pacific.
- Served as the direct sales representative for WAL-MART & SAM'S CLUB and met with WAL-MART buyers in Asia to develop product strategy; increased audio sales 40%.
- Streamlined ACI's R&D Process; led the Action Workout Team.

INTERNATIONAL TELECOMMUNICATIONS, INC., Princeton, NJ

1994 - 1999

International Business Marketing Manager, 1996 - 1999

Developed and implemented marketing strategies to protect, stimulate, and expand the \$1.2 billion international long distance business market in the US. Supervised three marketing managers and an annual marketing budget of \$1.5 million. Planned and directed the implementation of marketing programs including direct mail, advertising, sales force training, public relations, telemarketing, conferences, special events, exhibits, workshops, publications, and videotapes.

- Exceeded annual revenue objectives by 2-5%; initiated several competitive tactical direct mail campaigns, generating response rates as high as 12%.
- Managed the development of community-based events marketing for international business markets.
- Developed co-marketing affinity program, "WorldConnect", with seven major corporate co-sponsors, targeting international import/export companies.
- Championed and developed IT's corporate ethnic marketing campaign targeted at 750,000 businesses in eight major cities in the US.
- Conducted market research, developed strategy, established multi-lingual marketing channels for Korean, Mandarin, Cantonese, Japanese, and Spanish-speaking customers; implemented programs, including DM, Print, and Radio Advertising, and tracked results.
- Established a multi-lingual telemarketing center to sell IT products to ethnic businesses.
- Improved planning and decision making in ethnic markets by forming alliances with community leaders and ethnic business associations.
- Sponsored nationwide ethnic community and business events, providing final approval for all activities and expenditures.
- Developed, coordinated and sponsored three international business trade conferences attended by more than 8,000 people, including foreign delegations from seven nations.
- Created and published two business trade books, in conjunction with the U.S. Small Business Administration, that reached over 10,000 small businesses.
- Televised a video conference on international trade and exporting to 140 sites, produced in conjunction with the Public Broadcasting Service and the U.S. Department of Commerce.
- Developed strategies and messages for three TV ads and five international print ads.
- Originated significant marketing campaigns: We Want You Back!, Canada Winback Campaign, Mexico Retention Program, The World of Help Campaign, Partners in Business, Global Ties co-marketing program.

Product Manager - International Facsimile Service, Princeton, NJ, 1991 - 1994

Set strategy, objectives and direction for a service with \$200 million annual revenue.

- Met and negotiated with international telecommunications corporations (PTT's) to develop a new facsimile service from test phase through full service offering.
- Provided market direction and authorized funding for Bell Laboratories Research.

Account Executive, Boston, MA, 1985 - 1990

GENESIS CORPORATION, Attleboro, MA

1984 - 1985

Business Development Officer

EDUCATION

M.B.A., Boston College, Newton, MA

1984

B.S., *magna cum laude*, Marketing and Finance, Northeastern University, Boston, MA

1982