

## PROFESSIONAL EXPERIENCE

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### **Sagent Lending Technologies (formerly Fiserv)** – Location: King of Prussia, PA

*Industry: Lending Software Provider*

**Position: Director of Marketing** | *From: 1/2017- 11/2019*

**Responsibilities:** Created and executed go-to-marketing strategy for Sales and Marketing. Provided direction for product marketing, digital marketing operations (CRM, marketing automation, SEO, SEM, website and intranet), sales enablement and activation, social media, thought leadership, and spearheaded demand generation campaigns to meet company revenue goals.

- Executed go-to-market strategy for products and services in collaboration with sales and product team using Pragmatic and SiriusDecisions framework.
- Created, for trade shows, the right display and promotion that hit the mark to achieving the desired ROI. Achieved 120% pipeline quota on average.
- Aligned the sales & marketing team, established a performance culture, built competencies, improved employee performance and development.
- Implemented Account Based Marketing (ABM), an effort of sales and marketing.
- Conducted extensive persona work as well as identifying key target audience by name.
- Evaluated market conditions, identified competitor’s strengths and weaknesses, assessed potential market size and customer segments and needs, barriers to entry and external threats/disruptions such as new entrants or substitute products/services.
- Developed enterprise level programs for content creation, curation, publishing, distribution and governance.
- Designed and implemented qualified lead generation strategies and execution to improve conversion, from trade shows to digital campaigns.
- \$73M pipeline contribution since 2017 and 20% conversion (\$15M closed in 2018).

### **Sungard Availability Services** – Location: Wayne, PA

*Industry: IT Infrastructure and Recovery Service Provider*

**Position: Product Marketing Manager** | *From: 5/2014- 12/2016*

**Responsibilities:** Developed go-to-market strategy for Disaster Recovery-as-a-Service in coordination with enhancements and scheduled releases. Created launch and marketing plans, starting with target market identification, value messaging, and translating them into tactical activities. Provide support for key PR initiatives, analyst relations, and campaign execution to increase market awareness and lead generation.

- Assisted in creating \$23M in annual pipeline revenue through demand gen campaigns.
- Collaborated with sales to close \$5.3M revenue targets for Recovery-as-a-Services.
- Develop and led the messaging and branding for core services such as DRaaS, SAP HANA, Certified Hosting, and Private Cloud.
- Developed and nurtured channel and alliance marketing programs.
- Delivered content to support inbound and outbound campaigns (programs, digital, thought leadership, interactive assets) and guide corrective action.
- Supported sales enablement content and maintain alignment with overall corporate messaging.

**Public Interest Registry (.ORG Domain)** – Location: Reston, Virginia

*Industry: Internet Domain Registry*

**Position: Marketing & Communications Director | From: 9/2009- 11/2013**

**Responsibilities:** Managed a wide array of initiatives to promote the strong .ORG brand and launched the new .NGO top-level domain extension, solidifying PIR as the definitive domain registry for nonprofits worldwide, at the same time, positioned PIR at the forefront of Internet security advocacy, such as DNSSEC.

- Increased .ORG Share of Voice by 300%, with monthly average of 4.2 million media impressions with PR, analyst outreach, and relevant industry content.
- Launched .NGO, a new top-level domain name for global nonprofits with partners, such as registrars, resource centers, and industry publications and analysts.
- Collaborated with Legal/Policy team on Security initiatives, ICANN compliance issues.

**TallyGenicom, LP** – Location: Chantilly, Virginia

*Industry: Printer and Printer Supply Manufacturer*

**Position: Director of Marketing and Internet | From: 3/2002- 8/2009**

**Responsibilities:** Developed digital and traditional marketing, communications and e-commerce strategy for selling printers and supplies to the public and to partners to fifteen countries. Managed marketing budget, tracked ROI, perform executive and partner presentations.

- Developed web and traditional B2B marketing strategies for product launches and promotions, including PR initiatives.
- Increase the company's "share of voice" by 65% annually
- Launch suppliesmax.com (B2C) in 2002, achieved \$120K/month revenue.

**Hoover's, Inc.** – Location: Reston, Virginia

*Industry: online publisher of company capsules and profiles*

**Position: Senior Product Development Manager | From: 5/2000- 5/2002**

**Responsibilities:** Product Manager for Newsstand/EIP, a content management platform, including leading new product development to increase revenue and profitability.

**Questel (Orange/France Telecom)** – Location: McLean, VA & Paris, France

*Industry: Data publisher, intellectual property*

**Position: Internet Product Manager | From: 3/1998- 5/2000**

**Responsibilities:** Product/Project Manager for development of QPAT, the next generation of Internet search engines for Intellectual Property data. Complete remodeling of the product to become a subscription fee-based online service.

**Richardson Brands Company** – Location: Miami, Florida

*Industry: Confectionery Manufacturer*

**Position: Sales & Marketing Planning Manager | From: 10/1994 – 7/1997**

**Responsibilities:** Managed new product development process, conducted sales analysis, market research, PR, tradeshow, and brand management. Launched 7 national B2C products, sold through major retailers such as Wal-Mart and CVS.

## EDUCATION

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**University of Notre Dame**, South Bend, Indiana  
Degree: Bachelor of Business Administration-Marketing  
Graduation: May 1992

**American University**, Paris, France  
International Marketing Study -Brand Marketing, Strategic Planning  
Graduation: Summer 1991

## COMPUTER SKILLS

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MS Office 365, D365 CRM & Marketing Automation, Salesforce, Pardot, Marketo, Visio, HTML, XML, Javascript, Adobe InDesign, Photoshop, Illustrator, PowerDirector.

## DISTINCTIONS/INTERESTS

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*Distinctions:* Dean's List 1992. Asian Club President 1989-90. Notre Dame Fencing 1988-91. NJ Winner of VFW "Voices of Democracy" 1988.

*Interests:* Golf. Tennis. Soccer. Nature. Reading. Writing. Music. Foreign Films.

## LANGUAGES

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Fluent in French, Vietnamese, English.

## PERSONAL VALUES

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Deliver on results today, build for tomorrow. Energize the team; the whole is greater than the sum of its parts. Perform with excellence. Create with purpose and passion to benefit customers.