

## PROFESSIONAL EXPERIENCE

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### **STRATACACHE** – Location: Malvern, PA

*Industry: Digital Signage Software and Manufacturer*

**Position: Director of Marketing & Product Marketing | From: 2/2020- 12/2022**

**Responsibilities:** Oversee product marketing and lead generation for 4 brands under STRATACACHE family of companies (Scala, Walkbase, X20), responsible for bringing vision, strategy and exceptional storytelling skills and product positioning alignment to drive revenue growth and go-to-market success.

- Design product marketing framework to support digital signage market segments for growth.
- Define and optimize program measurement, optimization, and communication across internal and external stakeholders.
- Develop industry, persona, and competitive intelligence, acting as our industry thought leader and expert in the space for digital signage solutions.

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

*Industry: Lending Software Provider*

**Position: Director of Marketing | From: 1/2017- 12/2019**

**Responsibilities:** 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 using Pragmatic Marketing framework.
- Aligned the sales & marketing team, established a performance culture, built competencies, improved employee productivity and development.
- Implemented Account Based Marketing (ABM).

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

*Industry: IT Infrastructure and Recovery Service Provider*

**Position: Product & Field 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.
- Developed and nurtured channel and alliance marketing programs.

**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 Manufacturer*

**Position: Director of Marketing | 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.

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

*Industry: Online publisher of company 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 of intellectual property (patents and TMs)*

**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. Transitioned an on-premise product to a SaaS service.

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

*Industry: Confectionery Manufacturer*

**Position: Sales & Marketing Planning Manager | From: 10/1993 – 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, NetSuite, Visio, HTML, 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.