

Profile: Seasoned technology marketing professional. Proven marketing background for hardware and software in retail, consumer electronics, computers and wireless with cross-functional leadership skills. Demonstrated ability to manage successful product lines worldwide.

Lexar Media, Fremont, CA (acquired by Micron, Inc June, 2006)

2000 to Sept 2006

General Manager, Card Business Unit (Acting role, Jan - Sept 2006)

Drove global memory card business for Lexar, Kodak and house brands

- Card Business Unit Manager responsible for leading team to define and execute marketing strategy aligned with corporate goals for \$400M/year business unit. Accountable for revenue, margin, profitability, distribution, and products.
- Defined direction for promotion, advertising, web, trade shows, PR and other outbound marketing. Maintained relationships with key retailers such as Wal-mart, Ritz, Target, and Best Buy.

Director of Product Marketing (Jan 2000 - Jan 2006)

Managed 8 person group responsible for business management and hardware / software product lines focused on the digital storage market segment

- Managed WW retail business from \$20M/year to >\$700M/year through product, pricing, promotion and distribution strategies. Resulted in corporate profitability for over 8 straight quarters.
- Strategic and tactical pricing for all products in US retail channel and strategic pricing recommendations to worldwide subsidiaries. Managed price protection, channel inventory, marketing forecasts.
- Current and new business modeling and analysis including geographic targets, product line targets, revenue and margin potential. Developed business cases for new opportunities and recommendations on strategic direction for new product lines.
- Created market leadership in USB flash drive category. JumpDrive brand created differentiated products for different customer needs. Grew US retail market share from 0% to 40% in 6 months with highest margins in product portfolio. Maintained #1 market position in 2003/4
- Drove internal development of flash memory storage products for OEM and retail channels. Owned product roadmap and provided recommendations to management on overall strategic direction of product lines. Creation of Windows and Macintosh software using internal and external resources.
- Directed team of product managers responsible for all new product development including product definition, program management, packaging creation, and launch. Spokesperson for PR activities.

Apple Computer, Cupertino, CA

1996 to 2000

Product Marketing Manager

Managed new product introduction and drove new business models

- Delivered AirPort, a fully integrated wireless LAN solution from product concept through production. Developed customer requirements, marketing plan, product positioning, marketing collateral, developer strategy, retail plan. Created product roadmap and provided leadership and direction to project team. AirPort positioned Apple as industry leader for price and performance of wireless Internet access networking solutions.
- Identified and created new business for Apple's on-line store to sell peripherals with computers. Developed business model, managed vendor relationships, negotiated contracts, drove cross-functional teams. Resulted in new profit center for corporation.
- Managed business of multiple PowerBook lines, including forecasting, product transitions, pricing, and end of life planning to maximize the profitability of entire product portfolio.
- Coordinated worldwide requirements to ensure international product focus and resolve specific local issues. Primary focus was Japanese and European markets.

Spectrian, Sunnyvale, CA**1995 to 1996****Product Manager***Managed \$10 million/year wireless product line from design stage through production*

- Designed and implemented business case templates for new corporate product development process that provided standardized tools for management to use in evaluating programs. Recommended product pricing, tracked financial state of product lines, developed initiatives to improve profit margins.
- Designed sales tools to promote product line. Drove development of collateral materials including product manuals, specifications and customer documentation, increasing customer satisfaction.
- Met regularly with domestic and international customers to determine present and future product requirements, worked with account managers to expand customer base. Efforts resulted in diversified customer base and new market segments for company.

Motorola**1989 to 1995****Product Manager, Schaumburg, IL****1994-1995***Managed digital wireless communication system product line, with focus on feature development*

- Defined customer requirements for new product offerings. Drove product development direction of wireless communications system.
- Generated new product proposals consisting of technical description and pricing.
- Created long term product vision providing competitive advantage within industry.

Lead Engineer, Arlington Heights, IL**1994***Demonstrated technical and supervisor leadership for wireless hardware project*

- Conquered technical and cost hurdles to deliver major new amplifier product offering on schedule and within budget. Managed engineering group throughout product design cycle.
- Supervised and expanded engineering group to meet technical needs of department evolution.

Electrical Engineer, Arlington Heights, IL**1989-1994***Designed and implemented hardware product into wireless communications system, supervised field installation of system. Awarded two job grade promotions.*

- Team leader during field implementation of new \$90 million cellular telephone system. Coordinated and prioritized customer teams for support activities. Work resulted in extremely high customer satisfaction ratings for product introduction. Developed and taught training classes to customers in new product markets.
- Designed innovative RF subassembly. Managed project through entire development engineering design cycle. Developed and maintained relationship with external vendors to build product and meet cost reduction targets.

EDUCATION**Masters of Business Administration****1993**University of Chicago Graduate School of Business, Chicago, IL**Bachelor of Science in Electrical Engineering****1988**University of Illinois, Urbana, IL

Personal

Enjoy digital photography, digital video, web site design, skiing, mountain biking, cooking