



Common Agenda, LLP
617 Union Ave., PO Box 711
Brielle, New Jersey 08730
732-223-7114

NAME

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OBJECTIVE

An executive position in sales management in technology (if you are sure of what position you want then use a specific objective)

SUMMARY

Twenty years of sales management, sales operational, and marketing experience in technology - delivering proven strategies and programs to penetrate key world markets. Functional expertise spans from pre-and-post sales support involving heavy customer and partner interactions to project management to requirements development and execution (build upon this... up to another paragraph)

- Leadership style that pulls together teams/functions delivering on time and under budget
• A "can do" personality with an entrepreneurial drive and work ownership
• A commitment that Sales mixes Art and Science and that both must be developed in order to positively impact business goals and objectives (bullets are for impact delivery of your attributes)

AREAS OF EXPERTISE

- Innovative, high-impact sales programs to accelerate the sales process
• Sales Leadership programs planning, execution & measurement
• Troubleshooting and analyzing interdepartmental processes
• Direct and matrix management techniques for superior productivity and results
• Accelerating sales cycles utilizing web and interactive mediums
• Optimizing internal staff, external agencies and budget constraints for maximum output

EDUCATION

MBA - Rutgers University, New Brunswick, NJ 1984
BS - Engineering Journalism, Rutgers University, New Brunswick, NJ 1982

PROFESSIONAL EXPERIENCE

ZERO-BEAM CORPORATION 2002 - Present
Vice President of Marketing

Leading a staff of fifteen; recruited to evaluate, develop and execute sales and marketing plans to stimulate new revenue streams and introduce Zero-Beam, a privately-held developer of award winning wireless/mobility integration software, to broad based Enterprise and Service Provider markets.

- Identify target enterprises and develop specific strategies/measurable tactics to cost effectively accelerate influencers and C-level decision makers through the sales process. First-meeting hit rates increased from 2% to 10%.
• Incorporated formal analyst communications program into overall marketing plan, ensuring industry analysts from Gartner Group, IDC, Burton Group and Yankee Group were briefed and prepared to comment (in advance of product launches) to reporters or enterprise clients on Broadbeam's strategy and direction. Briefed a record-breaking 12 analysts in three month period, including being placed in IDC's "Leadership Grid" for two consecutive years.



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- *Defined and developed web-based activities*, including out bound electronic e-mails and newsletters, 30-day free trials, special pricing and the first-ever Broadbeam Developer Zone to cost effectively reach a broader, more technical “influencer” market. *Exceeded trial downloads objective in first 6 months by 85%.*
- *Integrated direct selling with marketing activities*, ensuring the cost of sales and new sales opportunities were in line with company’s financial business model. *Implemented processes and sales force automation system, which flagged inconsistencies between potential sales opportunities and cost of sale.*

SXNGULAR WIRELESS (acquired BellSouth Wireless Data)

1994 – 2002

Executive Director, Business Communications (2001 – 2002)

With a staff of 14, developed and directed all business communications activities surrounding the launch of Cingular Wireless, *second largest carrier in the U.S.* to targeted *business* segments.

- *Commissioned quantitative and qualitative research* to understand attitudes of C-level executives and key decision makers toward Cingular as a provider of *business* solutions. *Created business-to-business position*, which governed the development of a measurable communications plan launched in January 2002.
- *Managed development and execution of communications plan to increase awareness of Cingular Wireless business by 25%.* Activities included: Cingular’s first ever, business-focused TV commercial; interactive and print advertising, including *Business Week, Fortune, Forbes, Wall Street Journal, USA Today*; “out-of-home” vehicles in top 10 markets; customer events to accelerate sales cycle; and national trade shows, including Comdex Fall & Spring.
- *Developed business plan, defined objectives and established motivated, highly integrated team* dedicated to the execution of Cingular’s annual customer conference. Recruited 50 sponsors, secured top speakers (e.g., Norman Schwarzkopf), selected world-class venue and established agenda for 1,200 delegates -- *a 300% increase from first conf. in 1999.*

Executive Director, Corporate Communications (as BellSouth Wireless Data) (1998 - 2001)

Supervised and directed a staff of 10 in the development of a fully-integrated, measurable corporate communications plan (\$6.5 million) to strengthen *national* presence for BellSouth Corporation via its subsidiary BellSouth Wireless Data, operator of the largest wireless data network in the U.S.

- Leveraged value of BellSouth Corporation regional brand to penetrate national target markets *and drive business to meet awareness and sales goals for new data products available on a nationwide basis.* Increased awareness and assisted in driving record breaking growth from 100,000 to 800,000 subscribers.
- Defined overall communications message and plan as well as developed, measured and tested effectiveness of various elements, including advertising, P.R., marketing communications, trade shows, customer events and web-based activities. *Merchandising company milestones, customer successes, new products, etc. resulted in major awards from Microsoft, FedEx, PC Computing, Frost & Sullivan and Wireless Week.*
- Integrated web-based initiatives into overall communications mix, including company/product information, case studies and product demonstrations to quickly and inexpensively accelerate web-savvy customers and prospects through the sales process.



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Director, Marketing Communications (as BellSouth Wireless Data) (1996 – 1998)
Sr. Marketing Communications Manager (1994 - 1996)

Overseeing a staff of five, responsible for \$2.5M marketing communications program, including development of corporate programs to establish a first time national presence for regionally based BellSouth Corporation via its national data subsidiary BellSouth Wireless Data.

- *Launched successful interactive paging initiative to New York Tri-State area. Launch activities included: donating pagers and service to NYC's largest food bank to obtain coverage in business print and broadcast outlets; produced 10 announcer-read traffic spots; placed "transit" advertisements; and advertised in four major NYC publications.*
- *Launched 5-month in-flight advertising campaign on five major carriers. Measured effectiveness of program through independent market research, increasing awareness of company amongst target CEOs and sr. level managers from approx. 2% to 7%.*
- *Created concept and launched 8-city, breakfast tour featuring best selling author Harvey Mackay to attract C-level executives interested in gaining a competitive advantage. Goal was an average of 100 CEOs per city; actual average achieved was 120 per city.*

INFOTRON SYSTEMS CORPORATION

1989 - 1991

With a two-person staff, responsible for developing and managing public relations and advertising activities for \$95M manufacturer of communications equipment.

Public Relations and Advertising Manager (1989 - 1991)

- *Increased public awareness of products and company presence from 6.7% to 13.2% over 2-year period.*
- *Wrote and placed 20 feature articles/applications stories over 2-year period.*
- *Planned and facilitated annual/quarterly reports and analyst meetings.*