
General Management / Marketing Executive

Highly-qualified business professional with proven track record of results. Ten years experience in the consulting and technology industries, with leadership experience in both large and small company settings. Expertise includes:

- Marketing Strategy • P&L Management
 - Brand Management • Sales Management • Project Management
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EXPERIENCE: DELL, INC.

Senior Marketing Manager

Nashville, TN

U.S. Corporate Marketing – Solution Providers / IT Firms

August '07 - Present

- Currently leading Marketing efforts for Dell's corporate "channel" segment, responsible for creating awareness of Dell's value proposition for IT firms, driving print, online, and event marketing activities, and actively partnering with Dell's Corporate Sales division
- Setting go-to-market strategy for Dell's "channel" business by sizing addressable market, creating customer segmentation analysis, and driving the marketing elements of Dell's new Partner Program
- Leading development of new website / portal for the Partner Program, managing agency resources and cross-functional internal team, as well as creating site content
- One of ~30 executives in Dell Nashville total (~4500 employees)

Senior Sales Manager

Nashville, TN

U.S. Consumer Sales

June '06 – July '07

- Member of 7-person Sr. Leadership Team responsible for performance of 400-employee Consumer Sales Center
- Played active role in setting vision, goals and objectives for the Nashville business, as well as driving hiring and staffing and organizational design
- May '07 – July '07 led strategic Business Process Improvement project for National Sales Director centered on improving sales manager productivity across 5 sales centers nationally
- July '06 - April '07 managed team of 5 front-line managers / 70 sales representatives directly responsible for driving ~\$100M in revenue quota annually
- Sales results: Finished top 30% nationally July '06 – Apr. '07; finished #1 nationally in Jan. '07 (out of 18); finished #2 for Q4 in total - traditionally the biggest quarter of the year for Consumer Sales
- Participated in the creation of the Accelerated Leadership Program for Dell Consumer Sales nationally – a selective management rotation program designed to attract top talent; 5 current hires in Nashville

Senior Brand Manager, Electronics & Accessories

Austin, TX

U.S. Consumer Marketing

Aug. '04 – May '06

- Managed 6-person Electronics & Accessories Brand Team directly responsible for delivering ~\$1B in annual revenue across 3 major product lines: Printers, Software, and PC Accessories
- Drove units, revenue, margin across e-Business and phone sales channels for each product line, owned P&L, and developed comprehensive quarterly business plans
- Led sales of 6.1M printers over two-year period, driving Dell U.S. printer market share from 10% to 15%; grew Consumables (ink, toner, paper) revenue stream 80% Y/Y
- Drove ~\$500M in annual revenue in PC Accessories business in 2005 (20% Y/Y growth), generating 65% of the total Consumer Electronic & Accessories margin in 2005
- Built business plan and gained executive support to launch Dell's Consumer Downloadable Software business in October 2005, creating incremental revenue stream of \$2M for the E&A business
- Partnered with engineering product teams to build consensus and influence product development, next generation product roadmap decisions
- Recognized as "MVP of the Quarter" Q2 2005 for business results, "Tell Dell" people management results
- Senior Manager position = top 10% of Dell employees worldwide (~80,000)

***Brand Manager, Inspiron Notebooks
U.S. Consumer Marketing***

***Austin, TX
July '02 – July '04***

- Managed Dell's Consumer notebook business - the #1 consumer laptop business in the U.S.
- Directly responsible for day-to-day running of \$1.7B Inspiron business and managing P&L by hitting quarterly unit, revenue, margin and operating income forecasts
- Created and executed market share growth / profitability strategy for 2003, achieving 67% Y/Y unit growth, #1 market share (30%), and Operating Income target; exceeded total revenue goal by \$135M
- Managed \$300M annual promotional budget to maximize lead generation, conversion, and product mix
- Pioneered design and launch of Inspiron "Recommended Solutions" to combat retail competitive threat
- Influenced product roadmap decisions, managed the launch of new products, and managed through supply chain interruptions / excesses for Inspiron systems
- Recipient of "Office of the Chair" award Q2 2004 (top 1% of Dell U.S.) for Inspiron profitability improvements
- Named "Significant Achiever" Q2 2003 (top 10% of Consumer Marketing) for business results

***Project Manager, Marketing Customer Experience
U.S. Consumer Marketing***

***Austin, TX
Aug. '01 – June '02***

- Led several projects to improve the Dell marketing customer experience and drive customer retention
- Received Business Process Improvement "Green Belt" designation for project driving \$700k in annual operating expense savings via creation of new order confirmation e-mails for Consumer e-Business
- Managed cross-functional, Customer Care call reduction project driving \$500k in quarterly operating expense savings by pioneering launch of online product "lead-times" on the Consumer website, as well as over-hauling Dell's online order status tool
- Named "Significant Achiever" Q1 2002 (top 10% of Cons. Mktg.) for operating expense saving efforts

***SPECTREM GROUP - Management Consulting (Financial Industry)
Consultant***

***San Francisco, CA
Mar. '97 – Apr. '99***

- Developed sales, marketing, and organizational design solutions for national/ international banks, brokerage firms, investment management firms, and mutual fund companies as part of an entrepreneurial, 50-employee consulting firm (started as 19th employee)
- Created comprehensive strategic business plan for \$150B national asset management firm including complete review of existing business, product/service gap analysis, target market segmentation, and 5-year financials
- Developed revenue growth strategy for super-regional bank's investment management business via review of investment product line, portfolio mgmt. style, marketing strategy, and organizational design

***Spectrem Group
Analyst***

***San Francisco, CA
Sept. '95 – Mar. '97***

- Conducted market research, competitive analysis, and comprehensive client data analysis on more than 10 strategy and merger and acquisition projects over the course of two years
- Researched and prepared in-depth industry trend presentations, as well as project-specific financial models to illustrate impact of recommendations on client's bottom line

EDUCATION:

**VANDERBILT UNIVERSITY
OWEN GRADUATE SCHOOL OF MANAGEMENT**

Nashville, TN

Master of Business Administration, May 2001 – *Concentration in Marketing / E-Commerce*

**WASHINGTON & LEE UNIVERSITY
Bachelor of Arts, European History, June 1993**

Lexington, VA