

# BILL MARK

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## PRODUCT MARKETING

### *8 Years Experience Delivering Break-Through Products*

Accomplished Professional with verifiable track record of increasing revenues, profits and market share through savvy product management and marketing. Practiced in analyzing competitive landscapes and designing product vision and global market strategies. Equally capable of directing cross-functional and R&D teams to manage full product life cycle. Effective Evangelist and product Champion able to present value propositions to large audiences at industry events and in one-on-one meetings with key analysts. Well-versed in cost-effective branding and marketing programs to quickly drive market awareness and high-quality leads.

#### *Areas of specialization include:*

**Product Life Cycle Management – Marketing Strategy & Execution – Branding & Positioning  
Market Research & Analysis – Strategic Alliances – P&L Management**

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## PROFESSIONAL EXPERIENCE

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### **DIRECTOR OF PRODUCT MARKETING**

**2000 – PRESENT**

#### **DATA SYSTEMS ✧ SANTA CLARA, CA**

*A global provider of solution-focused solid-state disk systems that deliver accelerated recovery and performance.*

Joined firm to assume product marketing leadership for 5 company products. Managed 2 direct reports and a cross-functional team of 6 with dotted line reporting to Engineering and Manufacturing.

- Instrumental in driving **11 consecutive quarters of 30% sales growth**.
- Recognized for contribution to firm being **named number 6** in *Silicon Valley Business Journal's* 2001 100 Fastest Growing Private Companies.
- Identified new market opportunity and instituted NEBS Level-3 (Network Equipment Building System) certification on select products **producing \$30M in revenues in 15 months**.
- **Directed 7 product launches** and **2 major re-pricing / repositioning exercises**. Designed and managed the development of new fibre channel product that effectively positioned company as providing the fastest solid-state storage unit on the market.
- Performed comprehensive market and competitive analysis through industry research and in-depth interviews with 6 top customers. Identified points of product differentiation and positioning and developed product roadmap to lay out vision for current and future products. Served as focal point for all customer input / market intelligence for product improvements.
- Facilitated work sessions with R&D Engineers (leveraging technical skills) to drive consensus, allocate resources and define timeframes. Managed strategic certification/interoperability relationships with Brocade, HP, Legato, Oracle, Sun and Veritas.
- Collaborated with Marketing department to define positioning and messaging, plan market launch, PR and lead generation campaigns. Designed sales presentations and product demos and trained sales force. Contributed to planning and production of industry events, advertising, direct mail, telemarketing and sales collaterals. Directed development of all forms of collateral including data sheets, Web content, case studies, white papers, direct mail, FAQ, sales and channel training, PowerPoint presentations, and ROI calculations.
- Evangelized products through frequent speeches at domestic and international industry tradeshows and conferences. Built and maintained relationships with press and analyst communities. Successfully generated **over a dozen industry write-ups** and contributed articles to position product and brand as market leader.
- Authored Product Marketing Manager's Handbook resulting in a formalized product lifecycle process that **slashed new feature/product delivery time 75%** from 12 months to 3.

**HI-DATA SYSTEMS ✧ SANTA CLARA, CA****1998 – 2000***The leading provider of high-end RAID storage systems.***SENIOR MARKETING MANAGER – SAN ✧ 1999 - 2000**

Accountable for managing all aspects of outbound product marketing. Challenged to drive cohesive strategy for SAN solutions and align 3 Divisions plus Japan-based engineering within company.

- Recognized and awarded for **exceeding sales goals and profit targets.**
- Assigned de-facto leaders in each Division and facilitated work sessions to drive consensus on product strategy. Negotiated with Hitachi Engineering in Japan for new product features and more aggressive timelines to deliver a more competitive product with clear competitive advantages.
- Worked with marketing and alliance teams to increase press/analyst coverage, advertising, and industry recognition. Modernized collateral and produced brochures with clear descriptions of product advantages.
- Served as **international corporate spokesman** and gained recognition as key speaker at 12 domestic and international industry conferences. Presented at 6 major analyst meetings and numerous press briefings.

**SENIOR MARKETING MANAGER – NT ✧ 1998-1999**

**Identified market potential** and developed product roadmap and detailed marketing plans to launch existing products RAID storage systems into NT space.

- Authored 3-year marketing plan for Channel Marketing's launch into NT storage space through indirect channels that resulted in an **award-winning Reseller Program.**
- **Launched 4 major products / updates** including championing product at press and analyst briefings.
- Managed creation of all new product collaterals including those for direct and indirect channels.

**LINE OF BUSINESS MANAGER****1995 – 1998****SOFT CONTENT SERVICES ✧ MONTEREY, CA***Provider of Hard Drive Recovery Software for Wintel PC OEMs.*

Recruited to manage launch of PC-based electronic documentation for OEM market. Assumed full P&L responsibility for product line overseeing Development, QA, and Marketing. Managed 20 personnel through 5 direct reports.

- **Grew customer base 400% in first 7 months. Increased unit volume 396% and royalty revenue 558%.**
- Directed and drove **on-time launch of over 40** customized implementations of Emergency Recovery product
- Led aggressive PR programs resulting in **Consumer Reports choosing product** as best hard drive recovery software in multi-vendor PC shootout.
- **Negotiated royalty contracts** with Compaq (17 languages worldwide), HP, Sony, Toshiba, Fujitsu, and AST.

**PRODUCT LINE MANAGER****1993 – 1995****ROCKWELL INTERNATIONAL ✧ TROY, MI***Provider of satellite and terrestrial-based wireless vehicle data recording software and hardware for hand-held PCs.*

Managed development of software for Rockwell's satellite and terrestrial based data acquisition "black box" for 18-wheel vehicles. Oversaw activities of 4 Software Engineers plus numerous outside contractors.

- Interfaced with customers to gather requirements, translated into MRDs covering business rules, user interface, communication modules and SQL database schema.
- **Introduced formalized software development lifecycle** including MRDs, Product Design Specs (PDS), Object Modeling Technique (OMT), formal peer code reviews and 32-bit debugging / memory leak tools. Effectively **slashed development cycle while improving quality** of end-result.

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**EDUCATION**

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**MBA ✧ Graduated with *High Distinction* ✧ University of Berkley Online**  
**BS Computer Science ✧ GPA 3.69 ✧ Oakland University ✧ Rochester MI**