

## Director, Marketing and Lead Generation

### TuVox, Inc.

2004 – Present | Cupertino, CA



**Managed all marketing and lead generation activities for a rapidly growing on demand speech applications company.**

- **Dreamed up and brought to life high-impact, high-success campaigns**, like the [TuVox Perfect Router campaign](#). This “before & after” comparison of a company’s touch-tone and speech systems was sent to over 250 CEOs, CIOs, and VPs of Service/Support. *Nearly 40% of campaign emails resulted in conversions to meetings.*
- **Crafted powerful custom demos for TuVox & Genesys prospects**. These sales tools reinforced the TuVox brand and helped TuVox win with companies such as [AMC Entertainment](#), [BCD Travel](#), and [Progress Energy](#).
- **Scripted, produced, and directed Web 2.0 Video Podcasts** like [Replace Your IVR with Speech in 60 Days](#) and [Four Simple Steps to Deliver a Better Caller Experience with Speech](#). In these short three-minute Flash videos, the company spokesperson conveys the benefits of TuVox and Genesys speech applications.
- **Engineered SpeechTEK and Genesys G-Force trade shows**, resulting in fresh sales prospects and the acceleration of key accounts through the sales pipeline.
- **Drove leads into the pipeline**. Designed and implemented the [TuVox Blog](#), [wiki](#) and over 40 TuVox-branded, SEO-tuned [microsites](#) for catching organic web visitors and driving them into the sales pipeline. *Increased TuVox’s Google search ranking to “first page” for all relevant keywords.*
- **Authored, developed, promoted, and presented over 15 webcasts** that resulted in over 3,000 registrants and 1,500 attendees at a cost of \$50 - \$120 per attendee.
- **Re-focused company messaging** to support a SaaS delivery model for speech recognition applications. This included a complete overhaul of the TuVox sales presentations, case studies, audio clips, and website messaging.
- **Wielded a variety of sales and marketing automation tools** to achieve specific business benefits, including Salesforce.com, Prospect Insight, Hoover’s, [VisiStat](#), Google AdWords/Analytics.

## Senior Manager, Customer Marketing

### GoDigital Networks Corporation

2001 – 2004 | Fremont, CA



**Created and managed marketing and lead generation programs for ADSL technology startup.**

- Defined product messaging for ADSL extension and DS-3 extension products.
- Created all customer-facing materials, including the corporate website, HTML emails, and collateral.
- Managed trade show appearances, selected vendors, scripted and performed product theater demonstrations.
- Packaged and delivered a three-tier training curriculum for 200 customers and partners.
- Produced sales training and kickoff. Trained, tested, ranked, and evaluated participants on their product knowledge.
- Executed the XCel-4a Boot Camp, a 3-day product training session in which sales reps were trained, tested, ranked, and evaluated on their knowledge of ADSL technology and competitive solutions.
- Developed and managed channel relationships with partners, which accounted for half of the company’s revenue.
- Designed an extranet site for the exchange of critical sales information and competitive info for sales channels.

## Director, Training Development

### Sevant, Inc.

1999 – 2001 | San Jose, CA



**Established corporate training team for customer-facing employees to deliver in-home computer assistance.**

- Co-developed company’s first financial model, business plan, and fundraising presentation for angel-round investors.
- Helped define the company brand for consumers, including the company logo, tagline, and colors.
- Managed team of courseware developers, graphic designers, and contract writers to produce interactive training content.
- Established training program for in-home consultants, including screening, certification, and customer service training.

## Manager, Channel Development

### Aspect Software, Inc.

1998 - 1999 | San Jose, CA



## Managed relationships with integration partners to drive new Aspect business.

- Assisted in the formulation of partnership and reseller agreements with major integrators and consulting firms.
- Connected Aspect direct sales force with systems integrators in order to secure common customer accounts. Conducted joint sales presentations, aligned technical resources to support partners.
- Organized joint trade show appearances with Accenture and other SI partners.

## Manager, Business Partnerships

### Managed team of integration specialists to certify partner products for compatibility with Aspect products.

- Designed and put into operation a partner integration lab for Aspect compatibility and Y2K compliance.
- Supported more than 50 technology partnerships by providing training, software, documentation, joint marketing materials, joint sales agreements, and product collateral.
- Created and delivered partnership training module for newly hired direct sales representatives and consultants.
- Changed the Aspect Affinity Alliance™ partner program from a technology program to a business benefits program.
- Brought in over \$2M of revenue as the only profit-making program in Aspect Marketing.

## In-Country Training Manager

### Aspect Communications GmbH

1996 - 1998 | Frankfurt, Germany



### Established the training department and all training functions in Frankfurt and Düsseldorf.

- Trained more than 50 Aspect Germany employees on Aspect solutions, selling techniques, and company values.
- Served as primary liaison between San Jose headquarters and two German offices.
- Provided support to Siemens AG and Deutsche Telekom by training their sales force and product consultants.
- Oversaw implementation of contact center solutions in Germany, Austria, Switzerland, Luxembourg, and South Africa.
- Conducted training sessions in German and English.

## Business Applications Consultant

### Aspect Telecommunications, Inc.

1993 - 1996 | Chicago, IL



### Helped Aspect clients achieve tangible business benefits by maximizing the capabilities of their systems.

- Worked collaboratively with Aspect customers to design and implement more than 75 call center solutions worldwide.
- Mentored and trained Business Applications Consultants to work independently with Aspect clients.
- Aspect Champion's Circle 1994, 1996, and 1998.

## Telecommunications Manager

### Home Box Office, Inc.

1991 - 1993 | Chicago, IL



### Managed a team supporting Aspect ACD call center and network equipment for 120+ users.

- Responsible for uninterrupted service of a multimillion dollar integrated telephone, computer, CRM, and network system.
- Evaluated, selected, and implemented technologies in networking, telephony, and voice response systems.
- Facilitated the switchover of a CTI-enabled billing and customer care system, affecting 1.5 million HBO Direct subscribers.
- Managed \$2 million annual telecom budget.
- Audited incoming and outgoing call records for billing accuracy and fraud.
- Forecasted incoming call volumes based on historical data and planned marketing campaigns.

## Education

### Ohio University

1987 - 1991 | Athens, OH

**B.S. Communications, Cum Laude, Communications Systems Management, 1991.**

