



Did You Know?

- Nick holds a patent for the marketing technique "Method for generating sales of a conversational voice response system" [click here for U.S. Patent #8060415].
- Nick was presented with the 2011 YMCA Distinguished Service Award by 49ers Hall of Fame Quarterback Steve Young [click here for photo].
- Nick can play Led Zeppelin's *Stairway to Heaven* start to finish on the guitar.

Director of Marketing *Equilar*

2011 – Present | Redwood City, CA

Mentors, motivates, and coaches a team of marketing and lead generation professionals.

- Promotes new product and feature introductions, including client communications, media relations, online marketing, and sales enablement.
- Leads and motivates a marketing team with diverse skills and personalities, including two marketing managers, a user experience designer, a Marketo expert, a Salesforce.com expert, a writer-for-hire, and a marketing intern.
- Plans, sets objectives, and establishes priorities for the marketing team, in order to maximize the number of qualified opportunities in the sales pipeline. Because of this effort, the company exceeded the 2011 revenue goal of \$18.5M.
- Organizes workflow and resources for optimum efficiency to leverage the team's talents while minimizing rework.
- Controls time and budget expenditures against pre-established metrics to ensure high-priority projects are completed first, and that revenue-generating activities receive the appropriate amount of focus.
- Manages an external public relations firm that generates articles and awareness on behalf of the company.
- Negotiates agreements with strategic partners E*TRADE, Fidelity, Morgan Stanley Smith Barney, and JP Morgan Chase.
- Manages the publication of *C-SUITE Insight* magazine, published every four months and distributed to 20,000 executives and board members worldwide.



Manager, Lead Generation and Strategic Field Marketing *Nuance*

2009 – 2011 | Sunnyvale, CA

Developed customer-facing demos, webinars, and microsites for a publicly-traded \$2B software company.

- Supervised the creation of Flash demos for strategic clients like AT&T, Dell, PNC Investments, US Airways, 1-800-Flowers.com, and Bank of America, resulting in accelerated opportunities and upsells.
- Coordinated four highly-successful joint webinars with IBM, showcasing joint solutions for energy, banking, healthcare, and telecommunications. Each webinar was attended by 500+ prospects and clients and resulted in 10 new opportunities.
- Conceived and implemented the Enterprise Market Account List, a hyper-targeted prospect list featuring over 60 data points for 800+ accounts, including customer, competitive, platform, geographical, financial, and vertical information.
- Provided the Strategic Accounts and Telco Groups with field marketing support, including the rollout of new products and initiatives, representing the largest share of enterprise revenue within Nuance.



Director, Marketing and Lead Generation *TuVox*

2004 – 2009 | Cupertino, CA

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

- Dreamed up and brought to life high-impact, high-success campaigns, like the TuVox Perfect Router campaign. This patented "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.
- 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.



Senior Manager, Customer Marketing *GoDigital Networks Corporation*

2001 – 2004 | Fremont, CA

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

- 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.
- Executed 3-day boot camp session in which sales reps were trained, tested, ranked, and evaluated on their knowledge of technology and competitive solutions.





Application Proficiency

- Marketo Programs, Smart Campaigns, Landing Pages, Forms, Emails, and Smart Lists.
- Salesforce.com data import, dashboard creation, and report analysis.
- Google AdWords and LinkedIn advertising campaign setup and optimization.
- Google Analytics, Google Webmaster Tools, and VisiStat website and traffic analysis.
- Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Flash, InDesign) for asset creation and publishing.
- Advanced MS Excel functions (PivotTables, 3D graphing, data analysis), advanced MS Word (custom stylesheets, mail merging, dynamic variables), and PowerPoint (embedded audio and Flash, hyperlinks, custom animations).

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 and Business Partnerships *Aspect Software*

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.



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.
- 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.
- 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.

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.
- 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.



Education *Ohio University*

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

