

SUMMARY OF QUALIFICATIONS:

- Executive level corporate marketing, and management experience in public (Intel, Yahoo, SanDisk) and start-up (MusicMatch, DigMedia) companies.
- Co-founder of successful full-service marketing agency, emphasis on digital strategies such as web, demand creation and tracking using in-house and outsourced tools.
- Strategic planning experience including corporate positioning, message architectures, brand strategies and market penetration plans.
- Highly effective at quickly structuring, negotiating and closing complex service contracts with external agencies and partners.
- Managed \$20M marketing communications and external agency budgets. Delivered results through the effective use of print media, advertising, web, conferences, tradeshow, press, and analyst tours.
- Created digital marketing initiatives with TV networks, movie studios, music labels, content service providers, mobile carriers and handset OEMs.
- Extensive OEM and retail channel marketing experience with semiconductor, wireless carriers, CE, industrial distributors and Big Box retailers.
- Effective spokesperson with press, analysts and at industry events such as CES, Mobile World Congress, 4G World, CTIA and others.
- International strategic marketing experience in North America, Europe, and Latin America. Multi-cultural, fluent in English and Spanish. Experienced at managing decentralized teams.
- Raised over \$12M of venture capital and managed two digital entertainment companies through M&A, and buy-out.

EXPERIENCE

SanDisk Sr. Director, Marketing Sunnyvale, CA 2004 - Present

Defined marketing and penetration strategies for partnerships with mobile carriers.

- Responsible for marketing strategy and launch plans between SanDisk and Joint Innovation Lab (Vodafone, Verizon, China Mobile, SoftBank).
- Created strategic marketing and go-to-market plans with major US, European and LatAm wireless carriers (Sprint, Verizon, AT&T, Vodafone, Telefonica, O2, Orange, America Movil etc.) and handset OEMs (Samsung, Palm, RIM, Motorola, Nokia, Sony Ericsson, LG etc.). Resulted in sales of \$15M the first year.
- Implemented \$5M content licensing deals with NBC Universal, Showtime, CBS and TV Guide, through effective use of mixed media advertising, social networks and channel collateral.
- Led the marketing launch of Gruvi mobile content card and launched it in 9 months at CTIA Wireless with the Rolling Stones, Virgin Records and EMI - Product sold through Best Buy, Circuit City and Amazon.
- Managed worldwide product launch of Gruvi with over 80 media interviews in the US and Europe. Interviews included: Newsweek, Barron's, Wall Street Journal, Financial Times, Reuters and CNN.
- Developed businesses with music labels (Sony BMG, Warner, Universal, EMI, Virgin), movie studios (Sony Pictures, Disney), and service providers (Yahoo, Google, RealNetworks, AOL, MTV).

Yahoo! Business and Marketing Partnerships San Diego, CA 2004

Marketing and Business Alliances manager for distribution partners of Yahoo! Music Services.

- Drove development and implementation of marketing programs for lead generation and subscriber acquisition of digital music services with major accounts and partners. Partnered with MP3 player manufacturers, OEMS and wireless carriers.
- Developed marketing programs with key accounts: Dell, Sonic Solutions, Creative and others.
- Managed marketing and partnership relations with back-end service providers, content companies, wireless carriers, broadband providers and technology partners.

MarketSphere, Inc. Vice President, Marketing San Diego, CA 2002-2004

Strategic marketing consultant and business development executive for full-service creative agency.

- Marketing and business development efforts grew business to national footprint and revenues of \$1M within the first year with major clients including: Adobe, Intel, Palm and Musicmatch/Yahoo!
- Advised CEOs, board of directors, and investors of mid-stage and early-stage companies on corporate direction, market strategy, investor strategy, profitability, business plans, and sales.
- Consulted with C-level management teams of technology companies and provided integrated marketing, corporate branding, public relations (PR), advertising, and business strategy solutions.
- Developed business plans, go-to-market strategy, brand identity programs, and integrated marketing campaigns for clients.

DigMedia, Inc. VP of Marketing & Founder San Diego, CA 1998-2002

Marketing strategist for line of MP3 players and content services software for IP broadcast of music and video across the Internet and mobile networks.

- Developed a \$20M/year retail distribution channel and consumer marketing plan with Best Buy, CompUSA, Circuit City, Fry's, and QVC that resulted in a 10% market share the first year for MP3 peripheral products for PCs. Had full P&L responsibility.
- Led marketing efforts that generated \$2M in software sales the first year. Negotiated executive level alliances, co-marketing contracts and joint press agreements with partners: British Telecom, Telefonica, Microsoft, Intel, Warner Music, MusicMatch, MGD, EMI, RealNetworks and Virgin.
- Raised \$12 million startup venture capital and negotiated \$2.5M strategic investment from InterTrust.
- Completed \$5M acquisition and re-branding of MP3 consumer products division from publicly-held UK company, Memory, Plc. Acquired online music label NewTechMusic, Inc.

Intel Corporation Sr. Marketing Manager Santa Clara, CA 1995-1998

Directed Pentium corporate marketing programs within the content and entertainment industry. Evangelist for digital media (authoring, capture, production) usage and Internet content distribution strategies.

- Produced marketing partnerships and alliances within the entertainment industry, including Sony, Vivendi, BMG and MTV. Managed large external digital creative agencies.
- Oversaw marketing components of a \$20M portfolio of digital media/entertainment investments for Intel Capital that included: Audible, Liquid Audio, Spinner, Broadcast.com and Launch/Yahoo Music.
- Co-producer of Intel's \$8M New York Music Festival, the world's first 24/7 multi-day Internet music and video concert that spanned 25 New York clubs, 5 satellite clubs in Europe and included over 300 artist/bands. Developed both online and offline marketing strategy with external agencies.

Intel Corporation Product Marketing Manager Folsom, CA 1986-1995

Marketing manager with four semiconductor components divisions: ASIC, EPLD, Flash Memory, and PC Chipsets. Divisions produced in excess of \$500M in revenues.

- Developed product positioning, and segmentation plans for multiple geographies and multiple channels.
- Managed \$5M marketing budget, business and channel strategies. Supervised a cross functional distribution marketing staff of 15 (US, APAC, EMEA) in customer support, media plans, industry events, OEM management.
- Major accounts manager, achieved \$10M revenue goal the first year with OEMs: Dell, Toshiba, Compaq, HP and IBM. Developed co-marketing distribution and sales plans.
- Organized and led the \$2M product marketing and launch of Flash Memory chips and cards in Latin America. A 3-week, 20-city press and analyst tour in Mexico, Argentina and Brazil.

EDUCATION

Bachelor of Science Electrical Engineering, B.S.E.E.

DeVry University, Phoenix, AZ