

Sarah W.

City, State, ZIP | Cell: 333.444.5555 | sarahw@provider.net | www.linkedin.com/in/sarah w/

Professional Profile

Marketing Executive – Technology Products & Applications

Proven skills in identifying, developing, launching and leveraging technology products and applications to drive brand recognition, market leadership and revenue growth

Creative, visionary senior marketing leader and strategist with an extensive background in building new markets, increasing revenue, and improving competitive market positioning of technology products and applications. Well regarded for understanding of the business-technology interface with expert skills in guiding complex product launches in targeting key vertical markets. Proven ability in developing productive relationships with customers and business partners. Recognized as a decisive and engaging leader; able to inspire and empower teams that meet and exceed performance objectives.

Career Highlights

Software application product development strategy: Created marketing strategy for GPS navigation, mobile maps and direction applications with potential to double organization's revenue and enterprise value. Defined, reviewed and approved initial application requirements, project plan and budget, and product development roadmap. (Employer DEF)

Project management and team leadership: Executed key elements of a go-to-market plan by overseeing and spearheading the successful embedding and launch of an application promotion within a mobile traffic product application. Collaborated with in-house technical staff and a software vendor in building products. (Employer DEF)

Application requirements and enhancements: Refined application requirements to enhance revenue-generating capabilities of technology products by identifying and championing key features with greater revenue, savings and transaction potential. Worked effectively with cross-functional teams including IT, sales and finance as well as executive management to define and execute strategies and drive revenue growth, market leadership and awareness. (Employers DEF, MNO, JKL)

Technology strategy and roadmap: Instrumental in developing and deploying a web-based third-party distribution center application designed to handle more than \$150M in annual revenue. Application succeeded in eliminating seven-day invoice delays and improving inventory management. (Employer JKL)

Social media: Succeeded in implementing social media marketing tools, including YouTube and Twitter, in driving awareness for a global marketing campaign. (Employer ABC)

Professional Experience

Employer ABC, City, State January 2006–Present
Leading organic pigment manufacturer and global producer of printing inks providing materials to packaging, publication and commercial markets.

Director of Marketing, North America (July 2008–Present)

Report to global chief marketing officer and business unit president in managing the company's marketing operations. Responsibilities include domestic and global marketing strategy, market research, brand development, repositioning, product messaging, marketing communications and public relations. Function in a highly matrixed organization. Manage six staff members.

- Added responsibility in 2010 as the single point of contact for all media relations and the organization's spokesperson regarding strategic issues and reputation management. Also named head of senior level cross-functional crisis management committee the same year.

Employer ABC, Continued

- Developed strategy and plan with a redefined value proposition targeting existing and new markets for \$5M packaging prepress and plates offering. Won approval; delivered \$1.5M additional revenue in first 120 days.
- Developed and launched multi-touchpoint marketing campaign, including social media, resulting in meeting target of 120 new installations with projected \$6M in incremental sales.
- Created and managed tradeshow presence for North American business unit while bringing in costs under budget by 40%. Increased booth traffic by 150% and added more than 1200 new leads to CRM email database.
- Reduced marketing spending by more than \$500K in 12 months by centralizing all marketing activities across the company including advertising and tradeshow participation.

Director of Marketing, North American Packaging (January 2006–July 2008)

Responsible for \$500M in revenue focused on the packaging market. Reported to business unit president. Directed and built marketing organization. Developed and implemented marketing strategies, plans and communications that optimally positioned business and products for national and international markets. Held product P&L responsibility.

- Created a business proposal, strategy, plan and value proposition for a \$5M investment in a new product offering. Proposal won support, was implemented and exceeded operating income projections by 25% in second year.
- Launched new advertisement and direct marketing campaign for existing product line. Actions resulted in a 10-point increase in product awareness and a five-point increase in market perception of business.
- Created new brand standard and identity for customer onsite manufacturing locations, resulting in a 10-20% increase in profitability at install locations.
- Promoted to Director of Marketing, North America, in July 2008.

Employer DEF, City, State

January 2005–December 2005

Provider of maps, directions and travel content for consumers, businesses, truckers and educators.

Director of Marketing, New Products & Strategies

Oversaw creation and execution of product development initiatives and marketing strategies and plans for mobile downloadable products with \$600K in projected revenue. Managed external technology development through IT and external business partners, product release roadmaps, and a wireless carrier distribution network. Led cross-functional team with responsibilities for product line development, product repositionings, PR, advertising, distribution, go-to-market strategies, P&L management and budgets.

- Launched mobile traffic product within 90 days of assuming position.
- Designed and implemented a free giveaway promotional campaign embedded in a traffic mobile product application. Initiative coincided with an advertisement campaign tied into traffic radio reports in six key U.S. markets, resulting in a 20% mobile application subscriber increase.
- Created marketing strategy for GPS navigation, mobile maps and direction applications with potential to double organization's revenue and enterprise value. Defined, reviewed and approved initial application requirements, project plan and budget, and product development roadmap.
- Prepared and submitted successful RFPs for development partners for two mobile phone applications resulting in contracts with two key software vendors. Estimated to gain 1.6-2.0M mobile application subscribers in first year.

Employer GHI, City, State

March 2002–January 2005

Privately held, start-up ethnic hair care company targeting the natural hair market segment.

Co-Founder & President

Directed development of overall marketing strategy for national introduction of new product offering for the professional hair care market. Orchestrated implementation and execution of strategy, development of promotional and advertising material, analysis of effectiveness of strategy, and ongoing refinement of strategy and plan, which included critical tradeshow, PR and media relation components.

Employer GHI, Continued

- Initiated start-up actions that included writing business and marketing strategy and plan, incorporating business, forming a board of directors and raising \$.5M in capital.
- Launched new product into professional and consumer markets. Attained highly recognizable brand status in target markets within first 12 months, generating more than \$150K in revenue.
- Grew distribution to more than 2K hair salons nationally.
- Sold brand in 36 months resulting in positive ROI for all investors.

Employer JKL, City, State

August 2000–March 2002

Corn refiner and supplier of high-quality food ingredients and industrial products derived from wet milling and processing of corn and other starch-based materials.

Director, E-Business

Oversaw deployment and management of e-business strategy and initiatives. Served as focal point for customer, supplier and market-focused e-business opportunities in North America. Oversaw user interface design, IT design, user interface functionality and product development roadmap.

- Deployed third-party distribution center web prototype handling more than \$150M in annual revenue. Eliminated seven-day invoice delays and improved inventory management.
- Chief architect of single web-based infrastructure, software and hardware to support requirements for buy/sell sides of supply chain.
- Built web application linked to back-end SAP ERP system for direct B2B connection to public web-based marketplace exchange; developed business processes and integration agreements.

Employer MNO, City, State

March 1999–August 2000

Manufacturer of pharmaceutical, nutrition and agricultural chemical products.

Director of Knowledge Management

Internal consultant responsible for identifying and developing Internet strategies and e-business models, processes and marketing channels which impacted organizations within individual business sectors.

- Key member of the E-Business Information Technology Architecture Design Team. Successfully aligned IT e-architecture design for current and future requirements, which impacted more than \$20M in investments.
- Identified, assessed and recommended pharmaceutical sector B2C model linking patients and physicians collaborating with an outside vendor in developing user interface design and functionality. Delivered working prototype in 60 days.
- Built infrastructure to oversee the company's diverse efforts and investments in e-business initiatives by individual business sectors. Developed cohesive network across the organization, saving \$6M by eliminating redundant functions and processes.

Summary of additional employment: Employed from 1992–1999 by **Employer PQR**, a leading U.S. distributor of commercial and industrial products. Started as a **Management Development Participant** and after three promotions finished career as **Marketing Manager** for the company's custom solutions division. Highlights included creating and implementing a marketing plan for a \$400M customer segment; actions were instrumental in increasing profitability by 15%.

Education

MBA, Finance and Marketing, State University, City, State

BS, Chemical Engineering, State University, City, State

Affiliations

American Marketing Association, Public Relations Society of America