



Projects

Mobile/Handheld/Wireless: Completed a sales/business development project on the behalf of a major wireless infrastructure client in China to provide enterprise-based, Middleware, portal and web-enabled information access to host applications (EAI, CRM) on wireless, handheld devices utilizing next-generation telecommunications IP infrastructure technologies. This product and relationship strategy led to a sharp revenue turnaround for China's largest Internet portal companies.

Enterprise Software - International Market Entry: Developed complete market entry strategy for the China market for a major enterprise software company including subsidiary formation, sales/marketing strategy and tactics, budget and staffing requirements, business culture, government required feasibility study and competitive positioning. Arranged introductions at the highest level of government and several potential business partners.

ASP/Enterprise Software: Interim executive placement as Vice President of Sales and Marketing for a major enterprise-based, ASP software company that resulted in a doubling of sales within a 4-month period. Secured Fortune 500 business relationships, developed major account selling and marketing strategies including collateral development, lead generation programs and major account management strategies.

Mobile/Handheld/Wireless - International Market Entry: Major, 2-year project that provided executive, marketing and sales functions to a vendor of enterprise-based, integrated Middleware (EAI, CRM) and portal infrastructure solutions specifically designed for the emerging next- generation wireless handheld/mobile market. Our Client's product portfolio included a family of hosted and non-hosted enterprise-based, fully scalable wireless middleware applications and development tools including web-based collaborative computing, messaging, dynamic load balancing, infrastructure optimization, coverage management and hardware and application provisioning. Was responsible for developing and implementing the corporate marketing strategy, product concept, and initial business plan and development schedule. Opened office in China and created initial relationships with some of the largest telecommunications providers, carriers and classical distribution partners in the U.S. and China.

e-Support - Managed Services: Responsible for the creation and administration of an overall business and strategic plan that led to initial funding for an e-support, B2B managed services company. Services defined and developed included help desk, pro-active break- fix maintenance, asset management, network management, provisioning, change management, and overall program management.

Senior Marketing/Business Development Executive - International Market Entry: Performed in the capacity of Vice President Marketing/Business Development for a manufacturer of carrier- and enterprise-class telecommunications/networking infrastructure products. Led company to first successful introduction of products and 4 straight quarters of profitability leading to a successful acquisition. Built European and Asian

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channel of distribution including VARs, Resellers and direct sales. Successful in closing new business opportunities at several end-users and service providers (ILECs, CLECs, IXPs). Python Marketing was responsible for developing and implementing corporate strategic product plan, all MRDs and Marketing Communications plans, programs and implementations.

Senior Marketing/Business Development Executive: Marketing/Business Development Executive for a manufacturer of carrier-class CSU/DSU, Multiplexer (DS1, E1, DS3, STS-1), Multi- Service Delivery Platforms, Multi-Link Access, QoS Assurance and DSLAM products. Developed strategic plan which led to successful revenue opportunities from end-users, service providers and mobile operators for enterprise- class telecommunications products. Also developed client's initial channel strategy and signed first major channel partners.

B2C Strategic planning and business development: Developed a comprehensive business and tactical implementation plan for a boutique B2C e-commerce company.

CRM/B2B Channel/Sales development strategy: Developed channel and sales strategies for a leading provider of business portal infrastructure software.

Symmetric Multi-Processing server marketing strategy - International Market Entry: Developed plan for a \$85 Billion, major multi-national corporation that led to significant product differentiation in the super-server market.

Interactive, multi-media marketing and sales project: Developed Internet differentiation marketing strategy for one of the San Francisco bay area's top multi-media advertising and promotion agency.

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