

**EXPERIENCED MARKETING EXECUTIVE**

**Software • Semiconductors • Communications • Energy**

More than 20 years of success in developing strategy, building organizations and driving results. A creative leader with a strong record of applying technical knowledge, data analytics, and business acumen in order to define products, access new markets, and achieve financial goals.

MSEE and MBA from Massachusetts Institute of Technology.

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**EXPERIENCE**

**SolarWinds**

Austin, TX

Network monitoring software vendor with more than \$500 million in annual revenue.

***Senior Director of Product Marketing***

May 2015 – July 2018

Managed product marketing for networking product portfolio that generated more than \$250 million in annual revenue. Lead a team of 8 product marketers responsible for lead generation and bookings. Marketing programs spanned web content, emails, banner ads, videos, webinars, white papers, press releases, product launches, industry events, call campaigns and social media. The team generated over 10,000 leads per month.

Achieved #1 position in network management software market share. Delivered the highest revenue year and highest year on year growth in the life of the product line.

**LSI Corporation** San Jose, CA

Broad portfolio semiconductor company with market value in excess of \$2 billion

***Director of Marketing***

September 2011 – May 2015

Led sales and marketing effort to introduce a new communication processor line into tier one networking customers for routing, switching, SDN, cloud, IoT and NFV applications. Increased design wins by more than 2 times annually. Received Supplier of the Year award from Cisco.

Managed all marketing communications activities including competitive positioning; message development; print, online and presentation collateral creation; press and analyst relations, industry events. Authored blogs, white papers, web and social media content.

**Tilera Corporation**

San Jose, CA

Semiconductor start-up that developed the first 64-core processor

***Vice President of Marketing***

May 2008 – June 2011

Global marketing leader for this fast growing semiconductor startup, responsible for all marketing functions worldwide. Tilera developed an industry-first 64-core general purpose processor for highly parallel and cloud computing applications. The chip was selected as the basis for a cloud computing server by one of the top server ODMs.

Successfully pitched company through two rounds of financing. Lead market analysis, customer requirements gathering, product definition, product management, pricing, market communications, and product documentation. Achieved excellent results with very small team and limited resources. Revenues doubled every year.

## EXPERIENCE (cont.)

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**Royal Dutch Shell, Shell Energy North America**  
***Vice President of Marketing Strategy***

Houston, TX  
June 2004– May 2008

A newly created role chartered with improving marketing processes and discipline in this energy marketing and trading business. Responsible for introducing marketing strategy functions. Directly managed 6 senior staff members to improve strategic processes and marketing discipline. Indirectly responsible for over 100 marketers and sales staff across the U.S. and Canada.

Led a customer satisfaction task force and implemented customer case tracking in salesforce.com. Improved satisfaction ratings from 11<sup>th</sup> out of 12 in 2004, to 5<sup>th</sup> in 2006. Identified an untapped market segment and developed a strategy and business plan that won approval for pursuing this new market. Sales gross margins increased by 400% during my term.

**Motorola Corporation, Semiconductor Products Sector**  
***Director of Strategy – Wireless and Mobile Solutions Group***

Austin TX  
June 1999 – June 2004

Led marketing strategy for a \$2 billion business. Managed ten senior staff members covering business, market and technology strategy. Strategy team operated as internal consultants providing business groups with business intelligence, market trend forecasting, competitive analysis, scenario planning, industry standards and consortia participation.

Key member of the team that proposed the spinoff of Motorola's semiconductor business into a stand-alone merchant supplier. This resulted in the creation of Freescale Semiconductor, the largest spinoff at the time and unlocked over \$10 billion in shareholder value.

**Motorola Corporation, Paging Products Group**  
***Various Roles in Product Development and Business Management***

Boynton Beach, FL  
July 1994 – April 1998

Successfully managed several pager product and technology development projects. Set new standards for high quality, short cycle product development. Lead the first product development team in over 8 years to ship a product ahead of schedule.

Conceived a project to prototype smartphone applications prior to the availability of smartphone hardware. Successfully developed prototypes and field-tested them at Disney parks in partnership with Disney Imagineering group.

## EDUCATION

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**University of Texas – McCombs School of Business**  
***Data Analytics and Visualization***

Austin, TX  
July 2018 – January 2019

Completed a 6-month professional certification program covering:  
Advanced Statistics – Programming in Python and R – Tableau – SQL and NoSQL Databases Data  
Visualization – Web Applications – Big Data Analytics – Web Scraping – Social Media Mining – AI /  
Machine Learning

**Massachusetts Institute of Technology**  
***Master of Science in Electrical Engineering and Computer Science***  
***Master of Science in Management (MBA), MIT Sloan School of Management***  
Leaders for Manufacturing Program Fellowship  
National Science Foundation Fellowship

Cambridge, MA  
June, 1994

**University of Washington**  
***Bachelor of Science in Electrical Engineering, Summa Cum Laude***  
Matsushita Semiconductor Scholarship  
National Semiconductor Scholarship

Seattle, WA  
March, 1992

## PATENTS

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**Patent:** Wordline Pager Product Design – W. Scheid, A. Cuteri, T. Bailey – 1995  
**Patent:** FLEX Zoned Infrastructure Paging (ZIP) – R. Flippo, T. Bailey, E. Calistro – 1996  
**Patent:** Message Indicators for a Color Display Pager – T. Bailey, R. Flippo - 1997  
**Patent:** Location Alarm in a ZIP System – E. Calistro, T. Bailey, R. Flippo – 1996

## SKILLS and KNOWLEDGE

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**Data Analytics and Visualization:** Advanced Statistics - Tableau - Statistical Modeling - Python - R - Git/GitHub - VBA Scripting  
- API Interactions - Social Media Mining - SQL / MySQL - MongoDB – Web Applications - HTML / CSS - Bootstrap - Heroku -  
JavaScript - D3.js - Leaflet.js - Geomapping - Big Data Analytics: Hadoop, Spark - Machine Learning - Deep Learning - Neural  
Networks - Tensorflow – Keras – scikit-learn

**Digital Marketing:** Google Adwords, Google Analytics, Facebook, LinkedIn, Twitter, email campaigns, videos, webinars,  
virtual conferences,

**CRM:** Salesforce.com, Oracle CRM, Microsoft Dynamics CRM, APEX development, Visualforce development.

**Semiconductors:** microprocessors, multicore, many-core, DSP, ASSP, ASIC, Communications

**Networking:** switching, routing, network virtualization, Software Defined Networking (SDN), Network Function  
Virtualization, Small Cells, VOIP, High Frequency Trading (HFT)

**Security:** firewalls, UTM, IDS/IPS, DDOS, Deep Packet Inspection (DPI), VPN, IPsec, encryption

**Wireless Communications:** cellular 4G LTE, WiFi, small cells, heterogeneous networks

**Marketing Communications:** branding, agency management, content development, content management, graphic  
design, Adobe Creative Suite

**International Experience:** managed staff, trade shows, strategy development and customer engagements in North  
America, Europe, and Asia