

SUMMARY EXPERIENCED AND VERSATILE PROFESSIONAL OFFERING A UNIQUE COMBINATION OF CREATIVE THINKING, TECHNICAL INSIGHT AND BUSINESS INTELLIGENCE

With 20+ years of experience in the hardware, software, biotech, energy, media, entertainment and construction industries, I embody a unique blend of business acumen, technical savvy and creativity combined with strong leadership in project management, product marketing, graphics and metrics. Effective in developing competitive marketing strategies with an emphasis on digital media aimed at driving sales and market share growth. Skilled at leading cross-functional teams in multiple disciplines in order to deliver breakthrough results.

Table with 3 columns: KEY SKILLS, Project Management, Business Development, Product & Solutions Marketing, Brand Development, Performance Metrics, High-Impact Presentations, Business Strategy and Vision, Competitive Analysis, Strategic & Tactical Market Planning, Market Research, IT Experience, Design & Animation

EXPERIENCE AND ACHIEVEMENTS

01|97 – Present

RUBBER SOLE PRODUCTIONS Santa Clara, CA

Sole Proprietor • Senior Designer • Animator • Marketing Director

An independently owned marketing, graphics & professional services company.

Delivering effective design and marketing services filling the needs of a diverse array of clients for over 18 years. Proven expertise in the ability to forge key partnerships, manage development teams and translate complex technical information and metrics into compelling digital media communications for diversified audiences.

2011 – Present Agilent Technologies Santa Clara, CA

- Convert customer quantitative and qualitative metrics to develop and deploy various global marketing campaigns.
• Design and develop online digital tactics ranging from banners, emails, landing pages and microsites to social media and mobile user interfaces compliant with corporate and market guidelines.
• Manage complex video productions for external product launches with software & hardware demonstrations.

2013 – 2014 Oracle Corporation Redwood Shores, CA

- Produce infographic animation video for the Health Sciences division illustrating Oracle innovations.
• Animate Unified Cloud and On-Premises Integration model diagrams for inclusion in testimonial videos.
• Convert complex metrics into simple infographic animations for Mobile Business Intelligence group communications.

2010 – 2011 Symantec Mountain View, CA

- Extrapolate compelling data, design and produce motion graphics promoting communications of brand loyalty.
• Strategize and execute templates for video assets to strengthen brand standards.

2008 – 2011 BlackBerry (Formerly RIM) Waterloo, ON

- Facilitate executive presentations simplifying complex architecture and infrastructure for Cloud & Platform Services.
• Design graphics to depict key components of data supporting the illustration of proposed cloud strategies.

2009 – 2010 Nextlight Renewable Energy (Acquired by First Solar) San Francisco, CA

- Participate in marketing strategy defining collateral materials for external professional industry impression.
• Manage production of print materials and brand development for each renewable energy project in portfolio.
• Assist in the selection of pertinent metrics to include on project data sheets highlighting the related impacts.

2007 – 2010 SUN Microsystems (Acquired by Oracle) Menlo Park, CA

- Motion graphics contractor for video communications group; using data to generate compelling stories and sell vision.

01|02 – 1|09

FUNCTION ENGINEERING Palo Alto, CA

IT Manager • Facilities Manager • HR Benefits & Special Projects Coordinator • Webmaster

An international provider of mechanical engineering and design services, with 50+ employees.

Recruited by company owner to fulfill diverse operational and marketing activities including IT administration, office space design, construction administration, graphics, website and intranet management, event planning, HR benefits administration, and presentation development.

- Spearhead implementation of secure private network with multiple VPN satellite offices; manage project hardware acquisition, programming, installation and maintenance.
• Handle headquarter build out and seismic upgrade; orchestrated migration of 20+ employees; completed move with 0% engineering downtime.
• Direct two office openings including site selection, lease negotiations, permitting process, tenant improvement design and construction management.
• Develop documentation of critical internal processes and procedures for employee reference.

EXPERIENCE AND ACHIEVEMENTS

01|02 – 1|09

KA-CHUNK Palo Alto, CA

Business Development • Product Management • Process Development and Documentation

A subsidiary of Function Engineering managing internal product development initiatives.

Launch start-up subsidiary business seeking to leverage internal product development talent.

Develop business plan, design & deploy quantitative and qualitative analyses on potential markets for pipeline products, review criteria for product selection and process documentation.

- Conduct market research, calculate ROI and drive product development for selected products.
- Design key performance indicator metrics on which product ideas to pursue.
- Lead marketing efforts for two kickoff products - SnapMotors and PikturKlips.

05|00 – 12|01

HEADPEDAL San Francisco, CA

Director of Design Engineering

A spin-off of a Fuji-Xerox Palo Alto Laboratory project; deliver real-time interactive agent software for online sales, marketing and customer service.

Serve as one of five original team members that created proof-of-concept prototype at parent company. Lead development of 3D character and collaborate with programmer on animation, dialogue maps and equipment control. Contribute to sales, marketing and product planning. Responsible for infrastructure and system administration in multi-platform environment.

- Key role in building prototype responsible for generating 1st-year revenue.
- Implement modeling/animation/texturing of 3D characters and built/manage development team.
- Integral to software development process specifically defining functionality and tracking progress for CEO.
- Plan and execute TED conference presentation in 2000 with actor/comedian Sinbad.

02|95 – 12|96

SILICON STUDIO [SGI] Mountain View, CA

Creative Engineer • Product Manager for Performance Animation & Motion Capture

Wholly-owned subsidiary of SGI with charter to deliver hardware and software innovation in the digital entertainment technology and content industry.

Provide sales and marketing support internally and throughout the Americas, Europe, and Asia. Diverse roles including product marketing efforts for hardware and software solutions at industry tradeshows such as NAB & Siggraph. Collaborate with software developers providing user feedback on tools designed.

- Own and drive marketing efforts pertaining to real-time animation solutions - performance animation and motion capture hardware and software suite in entertainment technology center.
- Contributing role in developing onsite post-production facility by creating architectural design, planning power/network infrastructure and facility technology specifications.
- Strategy and support for 'Studio in a Box' world tour demonstration; design, prepare and perform live presentations of numerous software & hardware solutions throughout the Asia Pacific region.

EDUCATION

2008	MBA	Sustainable Management	Presidio Graduate School, San Francisco, CA
1995	MFA	Computer Art Concentration	Academy of Art College, San Francisco, CA
1990	BArch	Large-Scale Development Concentration	CA Polytechnic State Univ., San Luis Obispo, CA

Selected MBA Projects:

- Develop renewable energy business plan for Galapagos Solutions in Baja, Mexico replacing diesel power generation with a sustainable energy infrastructure; wrote thesis on power purchase agreements (PPA) and independent power production (IPP) business models.
- Devise water filtration marketing plan for Sam's Club (emphasis on co-branding).
- Design pilot strategy of mug replacement program for Peet's Coffee (waste diversion impact).
- Market assessment and operations plan for Eco-Pots, a start-up manufacturer of growing pots comprised of specific waste stream materials.

PROFESSIONAL DEVELOPMENT

LEED AP Certification
Solar Advisor Modeling (SAM) Training
Sustainable Minds Software Training (Life Cycle Assessment for Greener Products)

TECHNICAL SKILLS

Power User with Adobe [Illustrator/Photoshop/Flash/Fireworks/After Effects/InDesign/Dreamweaver], Autodesk Maya, MS Office Suite, HTML, Wordpress/Thesis theme; Familiar with Autodesk AutoCAD, 3ds Max, SketchUp, Softimage, Flame, Smoke, Final Cut Pro, Drupal, phpNuke (CMS).