

Marketing Executive

Strategic and tactical marketing professional with a successful track record of growing brands and building businesses for telecom and technology providers. Recognized for ability to effectively design and execute comprehensive marketing plans. Apply account management and business development skills to convert marketing strategies into sales success.

Core Competencies

Go-To-Market Strategies & Tactics | Branding | Positioning | Content Creation | Sales Support |
Lead Generation | Campaign Development & Execution | Marketing Communications

Career Highlights

- Contributed to 167% achievement of Juniper's sales plan for Comcast.
- Designed and executed Comcast's first enterprise go-to-market plan; generated \$46 million of lead revenue.
- Achieved 24% revenue growth for Cablevision's Lightpath within two years.
- Generated \$300 million of revenue for IBM; doubled IBM's share of the storage market.
- Launched Sprint's wireless service in largest U.S. market; captured 20% share of all new customers.
- Increased retention of AT&T Wireless customers in New York metro area by 43%.

Professional Experience

Marketing by Strauss | New York, NY | 2017-present

Principal

Client: Cox Corporate Strategy – New Growth & Development Group 2017

- Advanced the go-to-market plan for a new Cox Business SMB IT service

Juniper Networks | Sunnyvale, CA | 2013-2017

Lead Key Account Manager - Comcast 2015-2017

Drove sales of Juniper's offerings in Comcast's Northeast Division. Previously, managed Juniper sales to Comcast Business in West Division.

- Contributed to 167% achievement of Juniper's sales plan for Comcast.

Business Development Leader - Cable 2013-2015

Initiated and hosted Business Services and Security Working Groups to share knowledge, foster cross-client collaboration and increase Juniper's strategic position and revenue opportunity.

- Contributed to 127% achievement of Juniper's cable sales plan.
- Supported cloud security services RFI and RFP responses across multiple accounts.

Marketing by Strauss | Larchmont, NY | 2009-2013

Principal

Client: Comcast Cable 2012-2013

- Developed marketing plan for new XFINITY prepaid services for under-served consumer segment

Client: Comcast Business 2009-2012

- Designed and executed 1st go-to-market plan for launch of Ethernet data services for enterprise
- Delivered 1,074 qualified leads with revenue potential of \$46 million to Sales teams
- Created and hosted webcasts entitled "How the Cloud and Ethernet are Transforming IT," "Bulletproofing Your Disaster Recovery Plan," "Why Smart Companies Invest in Next-Gen Ethernet."

Client: Ciena Corporation 2012

- Created service provider playbooks for healthcare, education, financial services and hospitality.

Cablevision Systems Corporation Lightpath | Jericho, NY | 2006-2009

Vice President of Marketing

Lead team responsible for growing Lightpath's mindshare and marketshare.

- Delivered \$211 million in highly qualified leads to sales in 2007 and 2008.
- Generated demand for new managed voice services and data center connectivity solutions
- Introduced 1st business-to-business on-demand channel; surpassed viewership targets
- Elevated leadership position with MEF Provider of the Year awards; doubled press coverage

IBM Corporation Systems and Technology Group | Somers, NY | 2000-2006

Worldwide Director of Partner Marketing 2005-2006

Drove partner selling of solutions containing IBM hardware, non-IBM applications, and services.

- Produced \$300 million in revenue through partner incentive program.
- Enrolled over 5,000 partners into Partner World Industry Networks.

Worldwide Director of Solutions Marketing - IBM eServer and TotalStorage 2004-2005

Oversaw and led teams that drove client awareness and demand for IT solutions.

- Supported IBM sales teams with e-delivery of 5,100 kits tailored by sales opportunity.
- Managed web site consisting of over 1,950 partner-related solutions.

Worldwide Director of Integrated Marketing Communications - IBM TotalStorage 2000-2004

Established IBM TotalStorage and designed the brand's first strategic messaging architecture. Led global team that oversaw advertising, direct and interactive marketing, events, speaking engagements, website management, sales support, and product announcements.

- Doubled IBM's share of the storage market within 24 months.

Additional Experience

Sprint PCS – Director of Marketing

Launched Sprint's new wireless service in largest U.S. market; captured 20% share of all new customers.

AT&T Wireless Services – Director of Customer Retention & Loyalty

Increased customer retention rate by 43%; introduced rewards program and contract renewal incentives.

American Express Company – Senior Marketing Manager

Introduced American Express Corporate Card for mid-market yielding 34,500 new card members.

Education

MBA, Marketing

New York University Stern School of Business, New York, NY

BA, Psychology and Child Study

magna cum laude

Tufts University, Medford, MA