

- Re-organized and led management of content for social outlets including YouTube, Facebook, LinkedIn, Twitter etc. **improving engagement and lead gen by 30%.**
- Managed outsourced marketing resources including agencies, contractors and freelancers.
- **Re-scoped internal communications teams** from internal-billing structure to an allocated resource improving project efficiency and driving higher levels of volume and creative output.
- Audited tradeshow and event execution process and moved to single-vendor strategy (Freeman) resulting in global **reduction of costs by 40%.**
- **Created new brand style guidelines** including brand voice, tone, narrative and visual identity and trained global communications teams for brand consistency to elevate master brand strategy.
- Expanded in-house video production team and revised processes to improve productivity and output (from 500 videos per year to 1,200 videos per year with minimal cost increase).
- Instigated new TI Innovation Center concept at multiple facilities to highlight TI products for media, employees, and visitors.

Director of World Wide Marketing – Texas Instruments’ DLP Products Division

2003-2012

Oversaw marketing communications functions for TI’s DLP imaging technology products divisions, including brand positioning, advertising (broadcast, online, mobile, print, web, etc.), public relations, global tradeshow and events. Led brand and marketing B2B and B2C programs with a budget in excess of \$15,000,000 per year. Developed strategic marketing plans and message maps for each business unit by market including retail, consumer, dealer channel, education, healthcare, and government.

- Directed advertising and PR agencies for all creative.
- Developed all marketing and public relations strategies for US, EMEA, Asia, Japan, and India.
- Drove efforts with NASCAR cup car program for sponsorship activation and mobile marketing.
- Designed and deployed the industry’s **first projector POP display at retail** for Best Buy, Costco and Microcenter.
- Led all eMarketing initiatives including all web site content.
- Contributed to **market share increase from 23% to over 50% in five-years** through re-vamped co-op programs, broadcast advertising, retail promotions, sponsorships and strategic alliances with key industry partners.
- Drove **increase in customer base from 12 to 50+** in 4 years through targeted co-op marketing programs.
- **Expanded Share of Voice by 30%** through re-imagined web site and online assets.
- Received PRSA Golden Quill and TI Impact awards for excellence in creative and strategy.

CLEAR TECHNOLOGIES

Coppell, Texas

Vice President of Marketing

2001-2003

Re-branded company identity including change of corporate name, logo, literature, web site, press kit, trade show properties and all other elements in less than three months as part of a planned effort to sell the business. Oversaw all marketing and public relations for mid-market CRM Software publisher, customer service provider and IBM Business Partner. Managed budget for all marketing and PR functions. Created complete strategic marketing plans for hardware software products and services. Led launches for all products. Directed in-house creative team. **Increased media coverage by 45%** via hand-picked PR agency.

PHILIPS SPEECH PROCESSING

Dallas, Texas

Vice President of Marketing

1999-2001

Oversaw all marketing, promotions, public relations and channel functions for leading global speech recognition technology developer for telephony industry. Directed all marketing and web initiatives, PR functions and associated staff and agencies. Led strategic marketing plans for all products and applications for speech-driven enterprise systems and service provider solutions for wireless and landline environments. Managed \$4,000,000 annual budget.

SAGE SOFTWARE

Dallas, Texas

Director of Marketing

1990-1998

Led all marketing functions and strategic direction for five software brands: DacEasy Accounting, TIMESLIPS, TeleMagic, Carpe Diem, and TimeSheet. Created annual marketing expenditure budgets for each division. Developed strategic alliances with 3rd party developers. Directed research on product usability and marketing effectiveness. **Helped facilitate 3 company acquisitions** as marketing auditor. Developed new marketing programs for reseller channel.

EDUCATION

OKLAHOMA STATE UNIVERSITY, BBA/BS Business administration, Marketing