

- Expanded video production team and revised processes to improve productivity and output (from 500 videos/year to 1,200 videos/year with minimal cost increase).

**Director of Worldwide Marketing – Texas Instruments’ DLP Products Division**

2003-2012

Oversaw marketing communications for TI’s DLP imaging technology products divisions including brand positioning, advertising (broadcast, online, mobile, print, web, etc.), public relations and global 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 including \$100M broadcast advertising campaign.
- Developed marketing and public relations strategies for US, EMEA, Asia, Japan, and India.
- Drove efforts with NASCAR 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 web site content.
- Contributed to **market share increase from 23% to over 50% in five-years.**
- Drove **increase in customer base from 12 to 50+** in 4 years.
- **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 – A CUSTOM SAAS SOFTWARE SOLUTIONS PROVIDER**

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 – A DIVISION OF PHILIP ELECTRONICS**

Dallas, Texas

**Sr. Director 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. Launched successful VAR program to expand product reach.

**SAGE SOFTWARE – GLOBAL LEADER IN BUSINESS FINANCE AND ACCOUNTING SYSTEMS**

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 3<sup>rd</sup> 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**

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OKLAHOMA STATE UNIVERSITY, **BBA/BS Business administration, Marketing**

**HONORS AND AWARDS**

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- Recipient of American Marketing Association’s “Marketer of the Year” award for DFW in 2016.
- Listed in DCEO “Dallas 500” most influential business leaders directory.
- Featured in DCEO Magazine (April 2014) as a top marketer in Dallas.

**AFFILIATIONS AND MEDIA APPEARANCES**

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- Member of and regular presenter for American Marketing Association and numerous industry events.
- Founding member of the national Chief Marketing Officer Club (Dallas Chapter)
- Co-chair for Dallas Chapter of the Chief Marketing Officer Collective
- Instructor for SMU CAPE (Continuing Professional Education) program