

Summary

My multi-disciplined strengths span across marketing and product management, helping the organization maximize pipeline and brand preference, while my leadership impact extends beyond those directly in my department. I'm just as comfortable as part of a scrappy 4-person team as I am leading a 50-person global organization.

Experience

DEDRONE, INC.

April 2017 — Present

Vice President of Marketing

San Francisco, CA

- Responsible for global marketing direction, strategy, and execution
- Designed and implemented initial data-driven marketing approach
- Completely redesigned web site to position company into enterprise market

MERAKI / CISCO MERAKI

January 2011 — April 2017

Director of Marketing

San Francisco, CA

- Grew global department to 50+ across product marketing, demand generation, communications, design, and brand functions
- Developed leadership team, managed budget & personnel, drove department objectives
- Oversaw design of Meraki's new European HQ office in London

Team Manager, Product Marketing and Design

- Led introduction of new products across entire portfolio
- Expanded team scope into product design, led team through shipment of first mobile app
- Grew blog traffic ~50% by driving team to a high quality, high frequency schedule

Product Marketing / Solution Architect

- Created and ran campaign that increased sales of flagship product by 10X
- Earned broad press coverage by mining data on iPad trends and creating a compelling story

AGILENT TECHNOLOGIES

July 2004 — December 2010

Product Manager / Application Lead

Santa Rosa, CA

- Captured majority market share by launching >5 products across HW & SW product lines
- Led product management, strategy of multiple products, delivering 57% Y/Y revenue growth

Application Engineer (Munich, Germany)

- Increased short-to-medium term business by over \$4M in 6 months
- Earned bid-acceptance at major client previously owned by largest competitor

Product Manager, Applications Expert

- Grew business from under \$100M to >\$160M through marketing and product management
- Ramped four worldwide, >\$10M new products, meeting revenue and profit forecasts

Education

Bachelor of Science, Electrical & Computer Engineering

Purdue University

Graduate Program, Communications & Signal Processing

West Lafayette, IN

Skills

- Technology: involved with technology ever since earning amateur radio license at age 12.
- Proficient with web technologies, WiFi & networking, LTE
- Using C/embedded systems to build everyday connected objects (e.g., home MUNI display)

Activities & Interests

- Digital and medium-format photography
- Competitive running
- Sometimes instructor, Cal Sailing Club
- Fluent in Spanish, rudimentary German