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**Profile**

A dynamic marketing and executive management career with proven results across start-ups, turnarounds and high growth companies. I am highly valued for expertise in developing corporate vision and strategy into actionable programs and products resulting in innovative technologies and new businesses.

**Expertise**

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| --- | --- | --- |
| * Product Marketing, strategy and positioning | * Global P&L | * Metric driven management |
| * Customer and brand advocacy | * Actionable PR – domestic & foreign results | * Equity and Debt capital raising |
| * Global campaigns | * Investor relations program development and education | * Collaborative leadership |

**Achievements**

**Market Positioning** – Re-positioned public alternative energy fuel cell company Plug Power as the leader, with 85% marketshare, in the first commercially viable market for fuel cells – Material Handling.

***Results:*** *Revenue growth of 80-100% over last 2 years; profitability projected in 2014. Raised over $39M in 18 months with new institutional investor base and secured 2 new financial analysts to follow the company.*

**Global Growth Acceleration** – Defined global organization strategy and goals, set team charter and developed marketing management team that drove product marketing, market positioning/messaging, brand and value propositions for customers, shareholders, media and employees.

***Results****: Revenue grew from $147M in 2006 to $187M in 2007, a 23% increase and positioned the business for sale to Pitney Bowes at a 53% premium ($.5B).*

**Product and Partner Development** – Created, directed and established new products and partner programs for i2 Technologies, Rational Software, eSoft and Uniplex.

***Results****: 12% average increase in top line revenue contribution for above companies as a result of new products and innovative partnerships.*

**Experience**

**Consultant** March 2013 - Present

* Using my expertise to help emerging technology entrepreneurs launch new businesses, new markets and raise capital.

**VP of Marketing and Investor Relations at Plug Power** Mar 2010 – Mar 2013

*Plug Power is a publically traded fuel cell company with a market cap of about $300M*

* Repositioned the company to focus on developing leadership role in the emerging market of Material Handling. Included creation of IR and Marketing strategy, product roadmap, messaging, brand and execution plan to reflect Material Handling expertise and experience. Results include a doubling of customer shipments year over year, 85% market share, and a customer list including many of the Fortune 100.
* Led two successful rounds of capital raise within 12 months – totaling $39M.
* Led new product introduction for next generation product in fall of 2011 - further strengthening market leading position.
* Doubled press coverage year over year including coverage in BusinessWeek, MSNBC
* Created a social media presence via FaceBook and Twitter.

**VP of Global Marketing at Pitney Bowes MapInfo, now Pitney Bowes Software** Feb 2006 – Feb 2010

*MapInfo was a $200M publically traded software company acquired by Pitney Bowes in 2007 for $.5B*

* Created global, strategic marketing leadership team that delivered new market position, new products, brand (Location Intelligence), and revenue growth for MapInfo prior to acquisition.
* Merged MapInfo and Group 1 Software (another PB software company) marketing organizations into a 50 person global team. Re-defined the market positioning and value propositions for the new formed entity, which is now a $400M global software company –ranked 107 of out Top 500 in Software Magazine’s annual ranking, September 2009.
* Created and implemented new SAAS product software platform for combined company.
* Responsible for development and rollout of the PB Software Marketing strategy and key initiatives across the Americas, EMEA, and APAC regions.
* Responsible for product marketing, the corporate brand, market positioning and ensuring the company’s overall mission, objectives, and key messages are communicated accurately, effectively, and consistently to global market, financial stakeholders, media and all employees.
* Developed unique customer data mining tool to launch Voice of the Customer (VOC).

**VP of Corporate Marketing at McDATA, Inc.** Aug 2004 - Feb 2006

*McDATA was a $600M publically traded data networking hardware/software company purchased by Brocade in 2006.*

* Launched new products, global branding, market positioning, and messaging.
* Designed and delivered plan to ensure global awareness for key stakeholders including industry analysts, media and financial stakeholders.
* Primary owner of customer database, data analytic tools, and deliverables for outbound marketing strategies including creation of closed loop lead management system.
* Responsible for creation and delivery of web content, imaging and strategy.
* Launched new corporate identity, image, and products to reverse market share decline.

**VP of Marketing at eSoft** May 2002 - Jun 2004

*eSoft was a $10M publically traded software company that went private in 2003. Now known as Zvelo*

* Responsible for successful vision to re-position and re-brand company in very competitive and mature market (VPN/Firewall device market to e-mail messaging security market).
* Re-launched company around new positioning and new products.
* Created and implemented strategic launch plan of several new hardware and software products and partnerships worldwide – ie. Sophos, StillSecure.
* Implemented on-line and print demand generation resulting in over 3,000 sales leads/quarter with 20% close ratio.
* Led and launched new product offering in market with $6B growth potential by 2007.

**VP, Software Alliances and Marketing at i2 Technologies** (now owned by JDA Software) **-** 1999 - 2002

**Director, Partner Marketing at Rational, Inc**. (now owned by IBM) **-** 1996 - 1999

**Director, Channel Marketing at Uniplex UK, Ltd.** (now part of CP Software Group) **-** 1990 - 1996

**Sales, Sales Training Manager, and Branch Manager at NBI -** 1985 - 1990

**Education**

**University of Alberta, Canada**

BSc. Zoology/Biochemistry (Specialized Honors degree)