

Creative Work by Deborah L. Myers

Developed for IBM

1999 – 2016

Deborah L. Myers

Standout marketing professional adept in creating marketing plans and strategies to deliver business goals and grow double digit revenue. Specialize in content marketing and digital transformation strategies.

Strong leadership experience with senior level executives and managing employee teams.

Rare team player with humility to define success collectively, while always looking for more; self-motivated, diligent and good common sense about people to deal effectively with others.

I have worked successfully as a remote marketing professional for over 17 years for IBM in Western New York.



"As marketers, we should not be doing creative to reflect our ideas...we should be doing creative that reflects the ideas of our buyers!"

Deb Myers

Asset Samples



**IBM Express
Advantage
Campaign – for
Small and Medium
Businesses 1997**

Integrated Campaigns



The data is the fuel and these machine learning algorithms are the engine, and the output is cognitive.

—Steve Lohr

Technology Reporter, New York Times, @SteveLohr

“
Medicine is practiced in a series of conversations, which Watson is specifically designed to break down and turn into actionable insights.”

—Seth Norman
CIO, Tiatros, @sethnorman



“
A physician can go to Watson and get access to all the information that's been analyzed and looked at and can use that to help make a better decision.”

—Gil Addo
CEO and Co-Founder, RubiconMD, @GilAddo



outthink symptoms



On July 21, a panel of digital health experts sat down to discuss healthcare innovation and the different ways cognitive technology is advancing medicine.



“
There's also a whole wave of innovation going on that's literally reinventing the future of where healthcare goes.”

—Unity Stokes
Co-founder, StartUp Health, @unitystokes



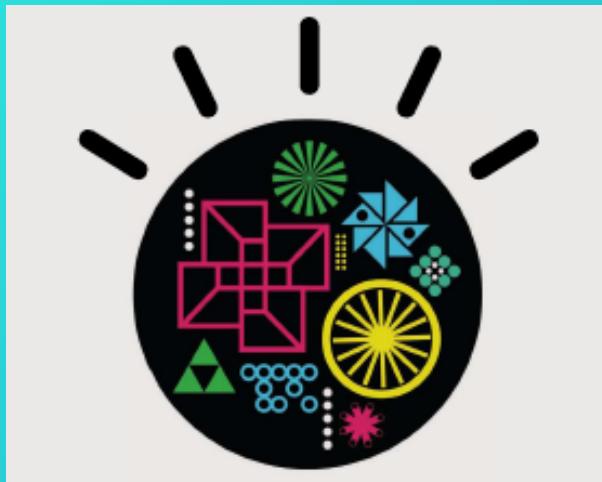
“
A simple way to look at cognitive is smart assistance, in every way, shape and form.”

—Steve Lohr
Technology Reporter, The New York Times, @SteveLohr

Digital Health Town Hall - recruiting new solution providers to IBM

ROLL OVER IMAGES FOR LIVE LINK

Integrated Campaigns



The engines of a smarter planet.

We are living on a very different planet than the one we live on since a long time ago. The world is a globally integrated economy and a social network. The world is a place where almost anyone can do anything. Now, any place or nearly every place contains a global enterprise. The world is a place for people, processes, and physical objects with unprecedented speed and frequency. Right now, it is happening that holds more greater promise for people than ever before.

Today, almost anything in the world can be interconnected, inter-connected and made intelligent. As systems, processes and devices that enable physical goods to be developed, distributed, bought and sold, services to be delivered, and billions of people to work and live.

This is possible, in large part, because the innovation driving a smarter planet is originating and proliferating from many varied sources. In fact, when you look at all the different types of innovation you might think there's simply too much of it. In reality, smaller, more focused innovation teams have the engine of economic growth fueling a smarter planet to move them forward.

Consider that 95% of all innovation in the U.S. is small and mid-sized firms, which is where we live. It's a source of strength. In fact, for more than 95% of supply chains, small and medium-sized firms are the engines of innovation.

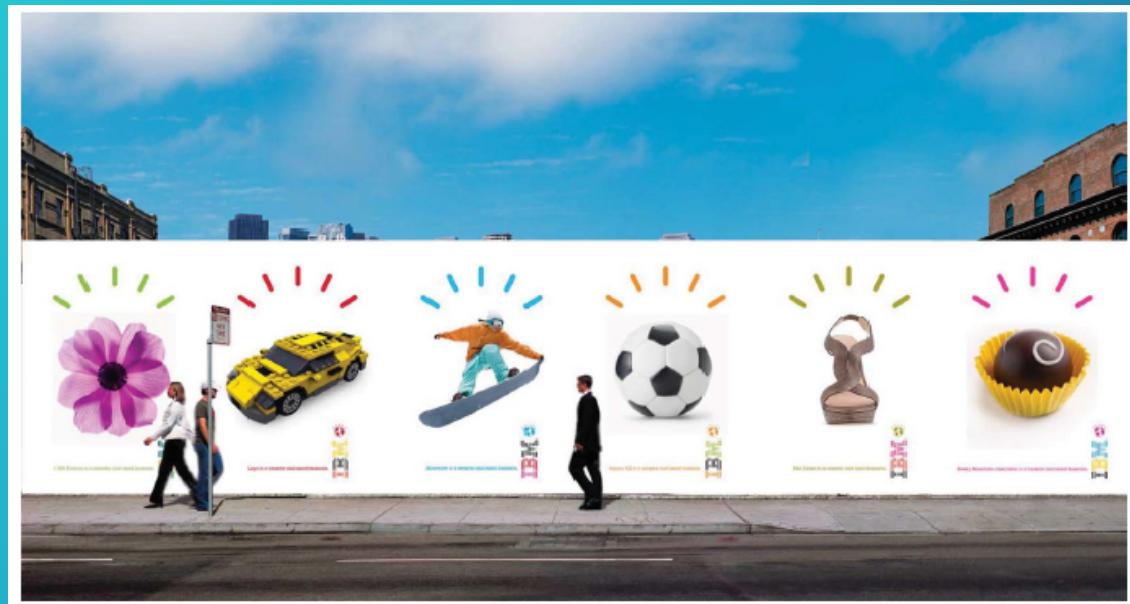
The engines of a smarter planet.



IBM

Cover

First Spread



Print Ads



White Papers & e-books



ROLL OVER IMAGES FOR LIVE LINK

Web Pages & Portals

IBM Flash Storage

Conquer the data explosion with 50X more performance



Harness the data explosion. Pave the way to a software-as-a-service model. Transform your business with data-driven decisions in real time. IBM Flash Storage is a complete, cost-efficient solution delivering 50X more performance than today's enterprise disk systems. And it frees up resources, so you and your customers can focus on growth and innovation.

[Read more →](#)



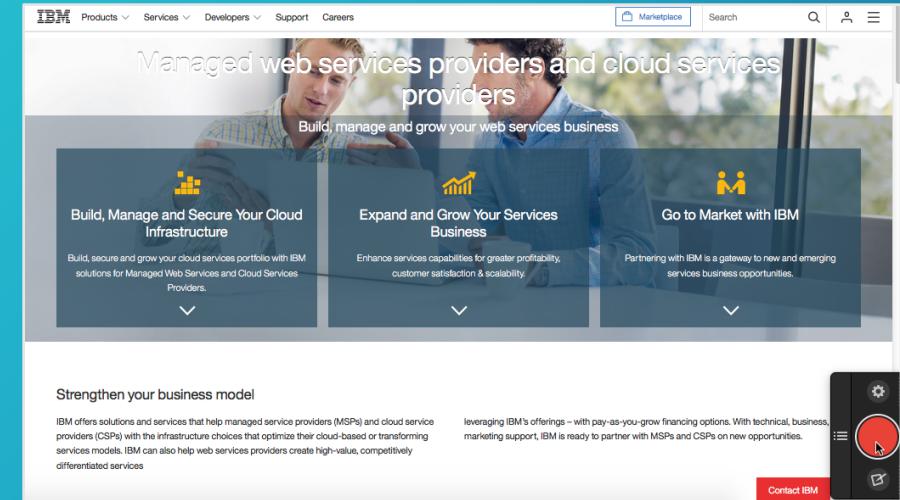
SciQuest speeds processing in the cloud with IBM Flash Storage
See why the largest independent public provider of pharmaceutical information and news, SciQuest



IBM FlashSystem compared to traditional disk systems
Learn from ESG how the IBM FlashSystem family maintains a 70% ROI and 11x return on investment



IBM's ability and creativity in software-defined storage
In this ESG report, you'll find out how IBM's unique convergence infrastructure transforms data centers and networks



Managed web services providers and cloud services providers
Build, manage and grow your web services business

Build, Manage and Secure Your Cloud Infrastructure
Build, secure and grow your cloud services portfolio with IBM solutions for Managed Web Services and Cloud Services Providers.

Expand and Grow Your Services Business
Enhance services capabilities for greater profitability, customer satisfaction & scalability.

Go to Market with IBM
Partnering with IBM is a gateway to new and emerging services business opportunities.

Strengthen your business model
IBM offers solutions and services that help managed service providers (MSPs) and cloud service providers (CSPs) with the infrastructure choices that optimize their cloud-based or transforming services models. IBM can also help web services providers create high-value, competitively differentiated services

leveraging IBM's offerings – with pay-as-you-grow financing options. With technical, business, marketing support, IBM is ready to partner with MSPs and CSPs on new opportunities.

Contact IBM



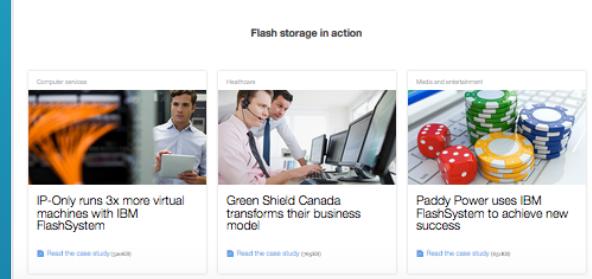
Be Flash Savvy
Get a complimentary Data Pattern Analytics engagement and see how the IBM FlashSystem can help your business

[Get a consultation](#)



Flash: It's about time
For leaders at companies of any size who want to get the most out of data storage and optimize enterprise performance, the IBM FlashSystem all-flash enterprise storage approach delivers microsecond response times, high scalability and industry-leading data services.

IBM FlashSystem V9000



Flash storage in action



IP-Only runs 3x more virtual machines with IBM FlashSystem
[Read the case study \(pdf\)](#)



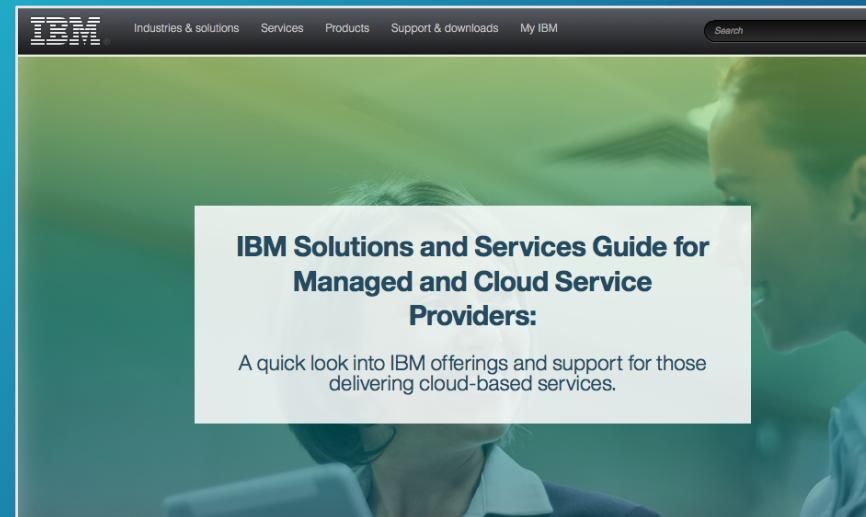
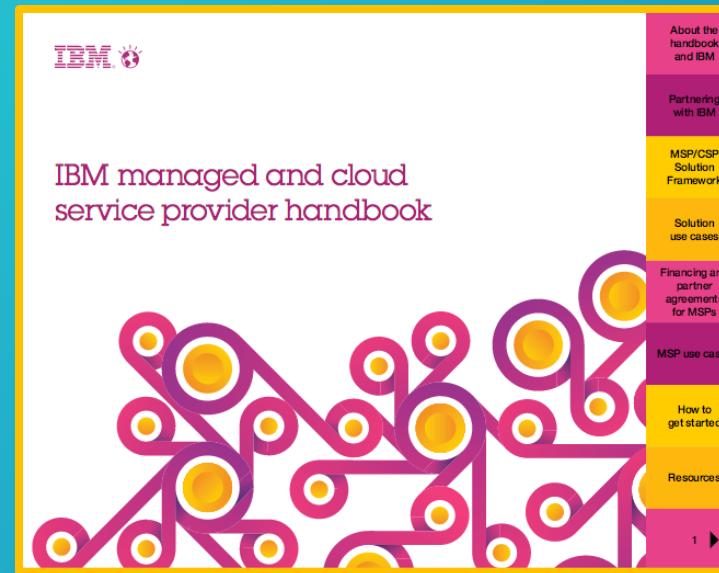
Green Shield Canada transforms their business model
[Read the case study \(pdf\)](#)



Paddy Power uses IBM FlashSystem to achieve new success
[Read the case study \(pdf\)](#)

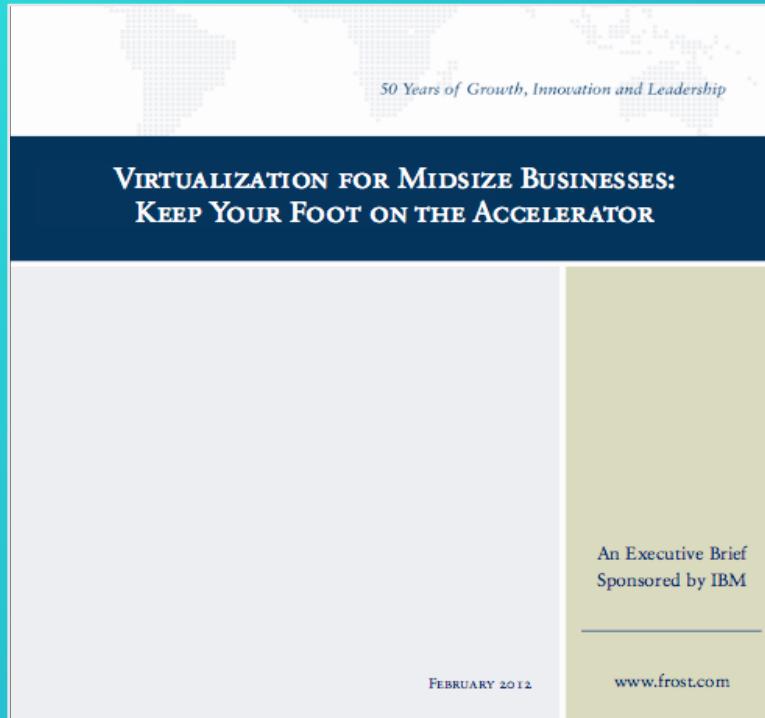
ROLL OVER IMAGES FOR LIVE LINK

Sales Collateral



ROLL OVER IMAGES FOR LIVE LINK

Analyst Relations



Frost & Sullivan Analyst Piece

**The Total Economic Impact™ Of SoftLayer,
An IBM Company**

The Partner Business Case for SoftLayer

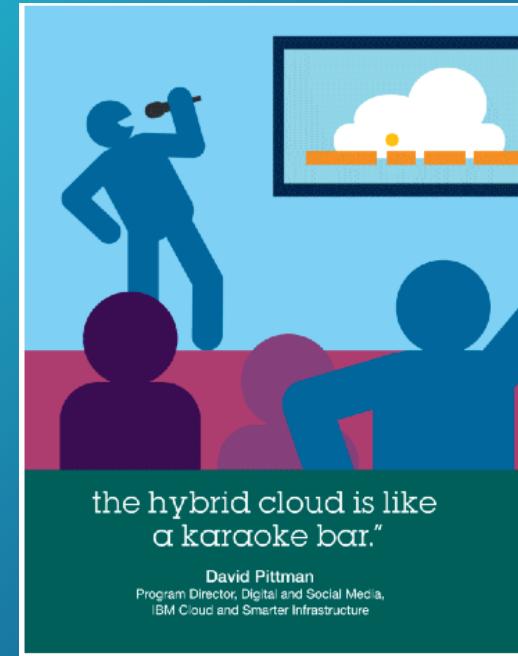
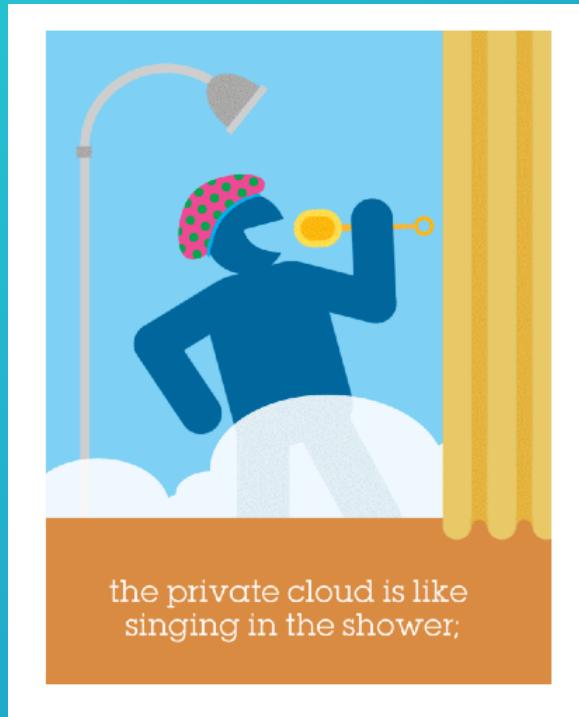
Forrester Case Study Piece

ROLL OVER IMAGES FOR LIVE LINK

Social Media



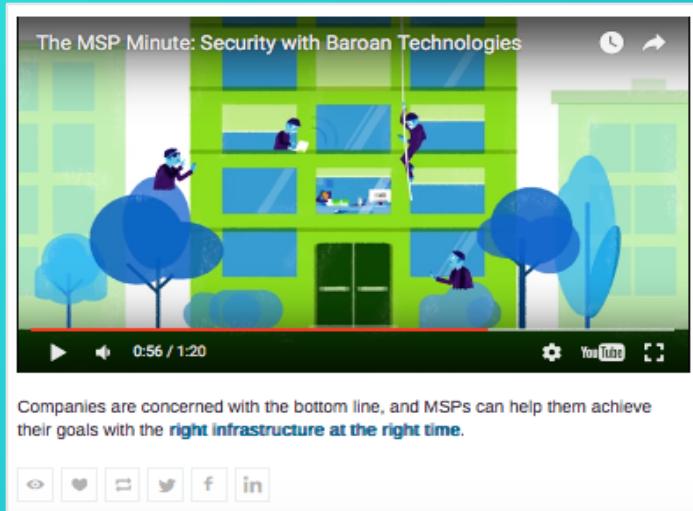
The public cloud
is like going to a
city pool, open
to anyone.



As manager of the daily MSP News desk in 2014 and 2015, we created more than 150 pieces of digital social media content to build a community of MSP clients. Using Twitter, LinkedIn and Facebook - we brought [MSPs back to our Tumblr page](#) and community.

ROLL OVER IMAGES FOR LIVE LINK

Videos

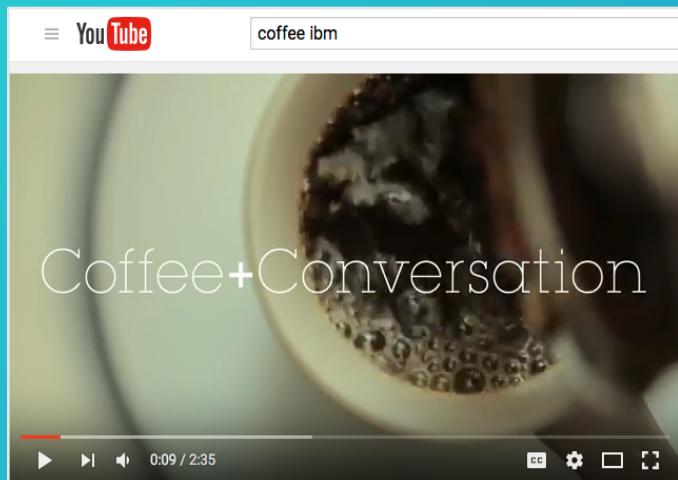


Companies are concerned with the bottom line, and MSPs can help them achieve their goals with the [right infrastructure at the right time](#).

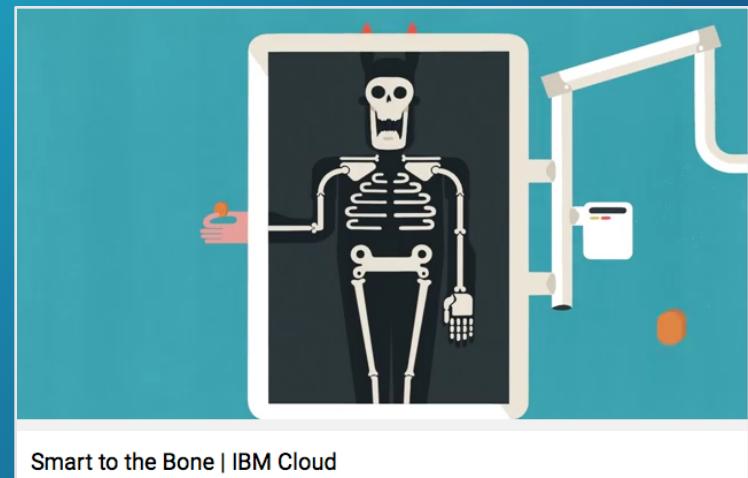
Animated interview
with Security expert
Guy Baroan



Animated Vine Videos



Video series created
to spotlight IBM
Managed Service
Providers



Smart to the Bone Video IBM Cloud

ROLL OVER IMAGES FOR LIVE LINK

Infographics

What does the next-generation data center look like?

A resource-smart, workload-aware infrastructure that can anticipate changing demand and respond with incredible speed

Simpler. Adaptive. Responsive.

Explore IBM's vision for the next-generation data center

THE TOP TRENDS IN STORAGE

DATA GROWTH

Data access has never been faster, cheaper and easier. Therefore, new storage needs are automatic reduction. That means organizations have more space offering and increasing from commodity cloud and virtual space on their servers.

ACCESS 1

Data access has just become quicker and easier. By using fast technology, storage managers are discovering even greater speed without the need for solid state drives. That how you can intelligently manage big data and cloud. [Read the story](#)

DATA

Today's data is a whole collection of tiny little regular records. It's no longer random access - it's a much more sequential command creating a much more stringent computing process to run day-to-day productivity. To deal with this, organizations are employing a controller and intelligent storage environment.

EFFICIENCY COMES FIRST

In order to remain competitive, today's storage managers need to be familiar with the various cost factors of storage including capacity, average cost per cell, self-inventory mode and constantly reducing costs. Learn how the latest technology can help you get ahead.

C-SUITES

The C-suite has now become an active part of IT conversations and decision making. With so many options for investment storage, it's important that these key departments work in tandem to discover the best solutions for their business.

DATA

As data growth and technology continues to mature, more and more storage managers will opt for the technology needed to run object storage with off-the-shelf hardware, rather than the custom enterprise storage hardware. Learn how to address your growing data requirements. [Read the story](#)

TRANSIT

Many organizations are abandoning the traditional roles of storage pools. For example, distributed file and tape storage often faster access to storage, and more data while reducing costs by moving less frequently accessed data.

DATA MODELS

By employing a software-defined environment - which includes server, network and storage - organizations are saving power, flexibility when monitoring, archiving and upgrading their infrastructures with minimal maintenance efforts.

DATA CHANGES

Using consumer products as a benchmark, many organizations have started to adopt the same tools to use machine learning to detect anomalies in their storage. Therefore, an easy to use AI can reduce complexity. [Read the story](#)

DATA PROTECTION

With a hybrid storage environment, businesses are reducing hardware and management needs. These add-ons create multi-layered and fail-safe cloud storage in a single, ready-to-use system.

Discover how IBM® solutions can help your business stay responsive when its in-dynamic storage environment. [Read the Clippings Group white paper](#)

IBM

HARNESSING THE VALUE OF YOUR DATA ON A SMARTER PLANET.

Today's data-driven world is experiencing an explosion of data. Organizations of all sizes are looking for ways to make the most of their data to gain competitive advantage. Here are some key trends:

90% of data is unstructured. By combining unstructured data with structured data, organizations can gain deeper insights into their business.

41% of companies are using AI to analyze data to drive better decisions.

Today's data-driven leaders need not only to manage the growing amount of data being generated, but also create the right culture, culture, and processes to make sure that data becomes a valuable asset.

47% of companies are using AI to analyze data to drive better decisions.

50% of companies are using AI to analyze data to drive better decisions.

78% of companies are using AI to analyze data to drive better decisions.

"IBM Business leaders believe artificial intelligence is the key to driving innovation and improving efficiency. The ability to harness AI-powered insights is critical to success."

"The last innovation your customer storage solution can do is tell them what they've got wrong and how to fix it." - IBM Storage

5x faster data access in the same space with Flash Accelerated Storage.

3x increased performance with AI storage on IBM Flash Storage.

Discover how IBM Business leaders believe artificial intelligence is critical to success and improving efficiency.

"The ability to compete with AI-powered competitors is becoming increasingly difficult. Businesses must learn to embrace AI to remain competitive and stay ahead of the competition."

Discover how you can gain the best intelligence in the data ecosystem with the IBM Business family. Learn more now.

IBM

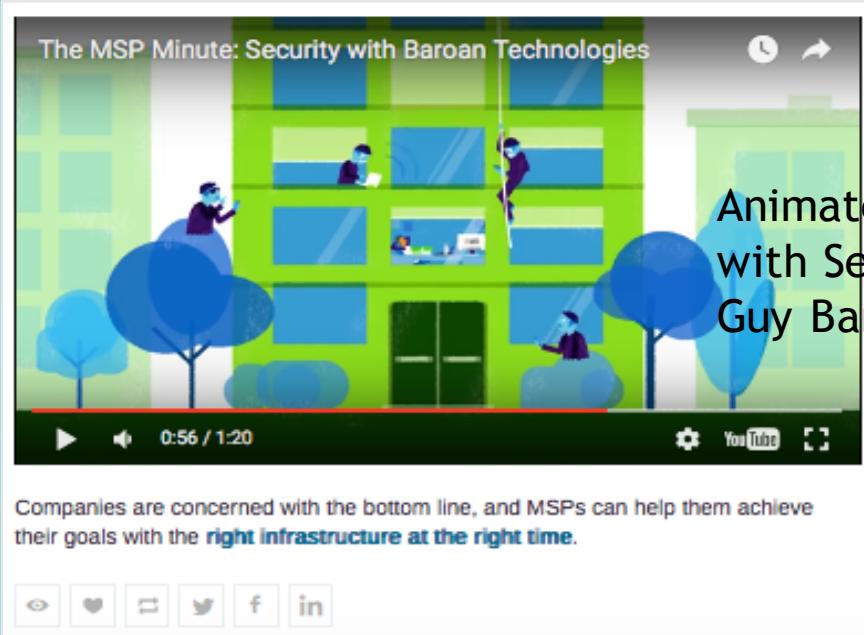
IBM Business

IBM Data

IBM Data

ROLL OVER IMAGES FOR LIVE LINK

Customer Reference Pieces



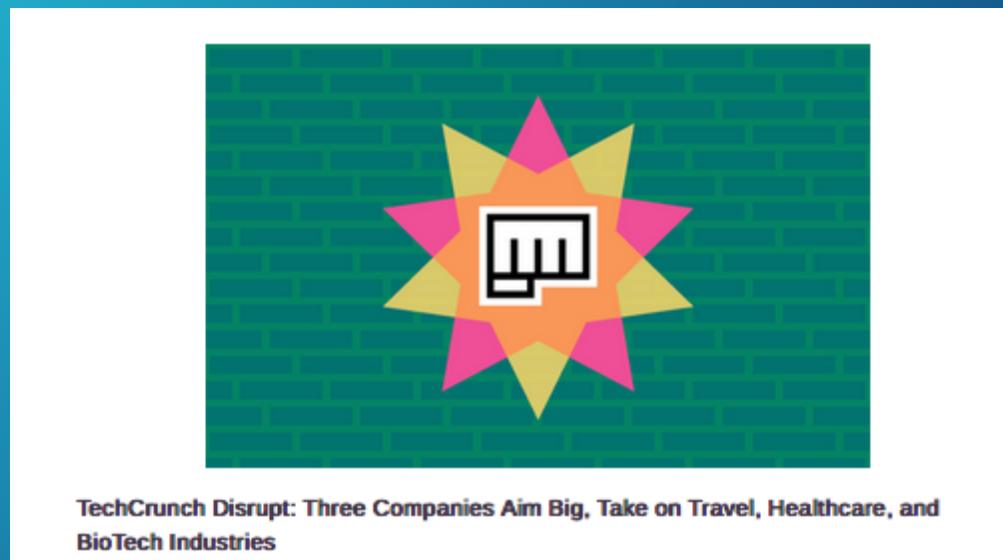
Animated interview
with Security expert
Guy Baroan



Moosejaw Mountaineering Video

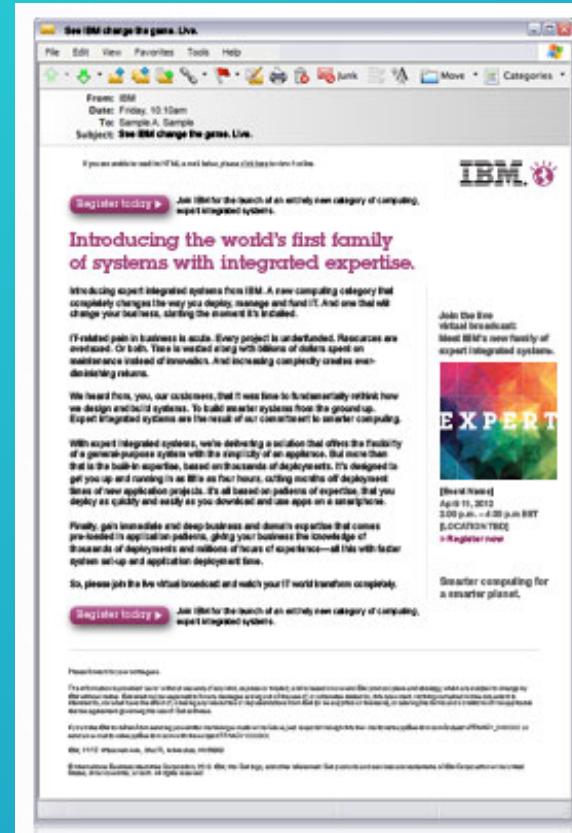


MSP Launch Event video



ROLL OVER IMAGES FOR LIVE LINK

IBM Emails



ROLL OVER IMAGES FOR LIVE LINK

Digital GIF Banners

Twitter Video Card
Animated GIF Select All Deselect All

Frame 1 Take a Snapshot Frame 4

MSP EFFICIENCY

Frame 2

Frame 5

MSP GROWTH

Frame 3

Frame 6

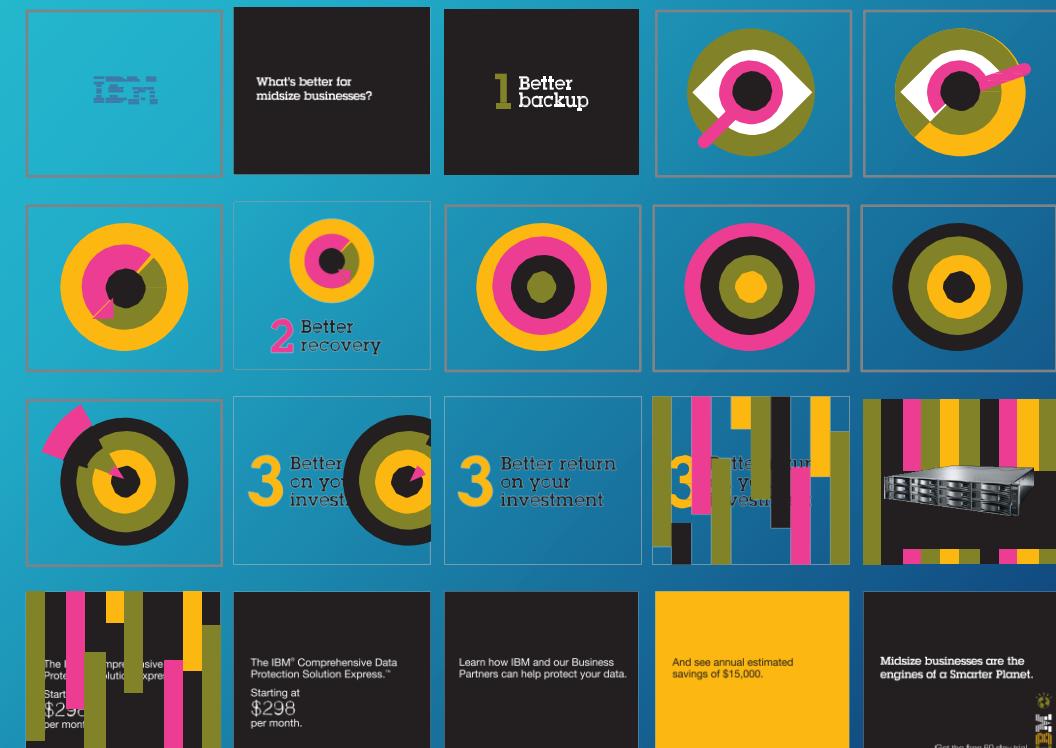
MSP INNOVATION

IBM FlashSystem storage. Enlightening, isn't it?

Tweet
IBM FlashSystem can help MSPs provide reliable storage with consistent performance while reducing costs.

Description:
IBM has just the kind of flash storage you need to offer innovative services to grow your client base. You'll ensure 24/7 availability, meet or exceed customer SLAs, reduce costs and more.

Visit site >



Midmarket Asset Example

Newsletters – Digital & Print



ROLL OVER IMAGES FOR LIVE LINK

A vertical landing page for IBM Partnering with MSPs. It features the IBM logo and a globe graphic. The main headline is 'Partnering with MSPs'. Below it is the subtext 'Do it in days, not weeks or months...'. A section about 'Simplicity' follows, mentioning WebSphere Cast Iron Cloud integration products. It includes a call-to-action button 'Click here to see a snapshot of various client success stories'. Further down are sections for 'COMING SOON IBM Partnering with MSPs Event' and 'Please contact your IBM MSP Representative for further information' with contact details: Tel: 08705 552662, Fax: 02392 560940.

IBM.
Partnering with MSPs

Do it in days, not weeks or months...

Simplicity is the foundation of all WebSphere Cast Iron Cloud integration products.

This simplicity is delivered by providing what you need to complete cloud integration projects in just four steps:

1. Connectivity
2. Transformation
3. Business Logic
4. Management

With WebSphere Cast Iron Cloud integration products, you can graphically define the flow of data between source and target applications and setup business logic rules with no coding.

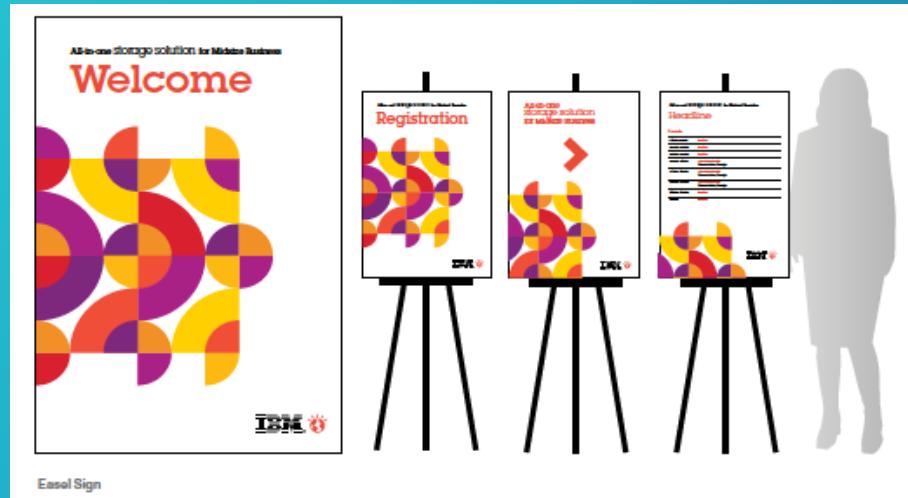
Click here to see a snapshot of various client success stories

COMING SOON
IBM Partnering with MSPs Event
[Watch this space](#)

Please contact your IBM MSP Representative for further information

Tel: 08705 552662
Fax: 02392 560940

Events



Learn more about Deb

- ❖ About me: <https://about.me/deborah.myers>
- ❖ Twitter: [@dmyers2003](https://twitter.com/dmyers2003)
- ❖ LinkedIn: www.linkedin.com/in/dlmyers/
- ❖ Facebook: [deb.myers.5](https://facebook.com/deb.myers.5)
- ❖ Google+: debmyers2003@gmail.com
- ❖ Instagram: [http://instagram.com/debmyers2003](https://instagram.com/debmyers2003)
- ❖ Vine Videos: <https://vine.co/Deb.Myers>
- ❖ You Tube Channel: <https://www.youtube.com/channel/UC150rhITFORMIxmlI6GskCw>



**DEBORAH L. MYERS
PERFORMANCE MARKETING MANAGER, IBM
155 STOUGHTON LANE
ORCHARD PARK, NY 14127
716-812-4802 CELL
716-662-3032 HOME**