Cynde Hargrave

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***Growing revenue through holistic marketing—because every customer touchpoint matters.***

- MARKETING STRATEGIST -

**“I welcome big challenges whether it’s a multi-layered campaign for a complex global launch or a leaner strategy for a new sector. I’m creative in finding a path to success.”**

**Award-winning product and portfolio marketing leader with 20+ years in international technology companies.** Blend strategy, creativity, and people leadership to orchestrate integrated and timely product launches. Passion for client retention paired with go-to-market experience in solution marketing combines to advance the objectives of SaaS brands.

**Modern marketer and collaborator**.Partner with Sales and Product Management and conduct research and interviews to best respond to customer needs. Savvy to current KPIs and analytics reporting, marketing channels, and communications tools to integrate digital, traditional, and sales enablement tools to best advantage. Keen interest in content management strategies.

CAREER HIGHLIGHTS

**Autodesk:** Increased speed-to-market of cloud-based 3ds Max and positioning of Maya software for a new market segment. Tracked trial-to-purchase conversion and growth (49% quarter-over-quarter). Supported an international synchronized software launch for multiple market segments.Led outbound marketing of $450M AutoCAD business/retail software products. Delivered worldwide developer marketing program. Coordinated multimillion-dollar grants program for Education market.

**Halliburton | Landmark:** Paired web portal with sales kits and workflows to integrate 10 products for sales reps to close, retain, and cross-sell clients. Revived 5 undersold services with astute content management, virtual conferences, and an industry-first, co-branded case study.

**Paradigm:** Launched most extensive and award-winning product and platform rollout in Paradigm history, exceeding target levels for new platform upgrades. Inaugural product launch lauded as most professional in company history.

**King Brown Partners:** Pursued passion for voice-of-the-customer research. Developed expertise in designing research, delivering qualitative investigations, and translating results into key insights for Fortune 500 companies, adding 20% to firm revenue.

MARKETING CONTRIBUTIONS

Autodesk, San Francisco, CA - 2015 to 2016 [also 2007 to 2008 (contract) and 1991 to 2004 (employee)]

*$1.47B leader in 3D design, engineering, and entertainment software with 9K employees.*

***Cynde’s marketing and leadership skills helped make the current product release the most successful in over a decade. She is dedicated to meeting the expectations and requirements of internal and external customers.***

– AutoCAD Product Manager (2004)

**Marketing Project Manager (contract-based)**: Led team of sales and technical marketers to launch new VR product and program. Created sales-enabling insight maps of target markets, persona descriptions, and competitors. Product and program were both being launched in an environment with many moving parts—including coordination of internal and external cross-functional teams and executive team. Reported to Marketing Director, Media & Entertainment.

**Grew speed-to-market and sales of cloud-based 3ds Max, positioning Autodesk as architectural virtual walkthrough innovator.**

**Drove sales enablement that delivered Maya to a new market segment: TV/commercial/media producers.**

* **Drove sales enablement for launch, from big-picture to granular, across 5 sales kits and 2 separate products.** Communicated content for Salesforce-integrated app, giving sales reps instant access to sales tools.
* **Collaborated on positioning, messaging, and descriptions for Autodesk Live,** an interactive visualization product for Revit users in architecture firms. Developed sales kits and presentation materials.
* **Tracked free-trial conversion rates and resulting revenue growth (49% quarter-over-quarter) for both programs,** demonstrating that the trial program consistently increased revenue despite moderate churn over time.

Halliburton | Landmark, Houston, TX - 2010 to 2014

*$200M technology solutions provider of data and analytics, science, software, and services for 44 of top 50 E&P companies. 1.1K patent filings.*

**Global Product Marketing Manager, Information Management (IM) & Platform Technologies** (2013 to 2014): Mined new, vendor-neutral platform for E&P software products and promoted information management portfolio. The platform enabled search and business analytics so clients could compile and manipulate big data from disparate application sources. Reported to Director of Marketing.

***Cynde is an accomplished marketing manager and team leader… I especially appreciated her collaboration and readiness to lend her expertise.***

– Then Landmark Global Marketing Mgr.

Halliburton | Landmark, continued

**Set stage for successful launch with sales enablement and customer engagement initiatives that integrated 10 products.**

* **Met ambitious milestones on a steep learning curve.** Quickly understood middleware and 10-product portfolio while facilitating the work of a long-standing team.
* **Collaborated with product management, marketing, sales, and services leaders to train 250 regional salespeople** on updated portfolio solutions.
* **Delivered detailed sales toolkits and comprehensive workflows.** Incorporated all IM products with case studies, data sheets, competitive SWOT analyses, slide decks, messaging, and positioning. Launched internal blog to update sales team on new tools.
* **Increased customer engagement (download activity grew >121%)** with virtual and live events. Programs increased product awareness and thought leadership stature.

**Global Solutions Marketing Manager** (2011 to 2013): Headed rebranding to elevate awareness and availability of key services for target markets in 5 global regions. Partnered with practice leaders and Director of Services; reported to Landmark VP.

**Featured 5 undersold service practices, rebranding and showcasing them with relevant new sales collateral and web content.**

* **Enabled customers to better engage with service practices through precision rebranding.** Identified core competencies and customer value for each of 5 practices, applied findings across marketing channels and sales organization, and revamped website.
* **Grew web downloads 250%.** Refreshed site, released content in multiple languages, and made marketing far-reaching and affordable. Positioned Landmark as an expert with live and on-demand webinars and content that reached E&P prospects worldwide.
* **Realized greater content marketing traction from technical/scientific papers** by changing the order of platform release to better control publishing rights.

***Cynde was…a wonderful mentor. Cynde's approach to marketing, managing projects, budgeting, writing, and a multitude of other skills was not only impressive but inspiring.***

– Then Landmark Product Marketing Mgr.

* **Gained high-profile international exposure for Intelligent Operations practice** by partnering with Kuwait Oil Company. Produced case study video onsite in Kuwait, interviewing and profiling prominent KOC leaders and Halliburton’s CEO. Navigated complex business culture and finished 18-month, 6-figure project within $1K of budget.

**Senior Product Champion, Production Team** (2010 to 2011): Recruited to serve as Senior Product Marketing Manager, providing product marketing support to Production as they launched a new product and sought greater traction for DecisionSpace software solution.

**Launched new software product, developing branded, integrated campaigns that engaged clients needing to optimize production.**

* **Built product awareness** with on-demand webinars, trade events, media exposure, and demand generation campaigns.
* **Spearheaded lecture circuit for greater brand visibility** and to articulate the new product line’s value to customers.

Paradigm, Houston, TX - 2008 to 2010

*Largest independent developer of*[*software-enabled solutions*](http://www.pdgm.com/getdoc/218a1b17-8202-4763-b59d-00bcfab9f5cd/Solutions)*to the global oil and gas industry. Privately held.*

**Corporate Marketing Director** (2009 to 2010) and **Director of Product Marketing** (2008 to 2009): In 2008, contracted by CMO to launch new reservoir modeling product, quickly earning fulltime offer. In 2009, asked by CEO to assume leadership of Global Marketing, including PR, product marketing, field marketing, web marketing, and project management. $4M budget.

**Headed Paradigm’s most extensive product/platform rollout, growing brand awareness to challenge much larger competitors.**

* **Won Lantern and Addy Awards** (Business Marketing Association and American Advertising Federation, respectively) for campaign. Selected and managed ad agency.

***Cynde stepped into the role as CMO under difficult circumstances. Despite [that], she was able to deliver the material and tools the field needed.***

– Then Paradigm Field Marketing Dir.

* **Generated highest access by media and public for 2 new product announcements:** 669 and 620 each week of release. Extended new coverage by concurrently launching new site.
* **Exceeded attendance projections 32% worldwide**, hosting targeted regional events.Achieved high rate of upgrades to new platform with resonant messaging.

**Launched new-to-market and industry-changing modeling tool.**

* **Won Silver Addy Award, Interactive Media category for launch.** VP of Sales deemed launch the most professional in company history. Sales had rarely been engaged in prior launches.

***Cynde is without any doubt the strongest product marketing professional I know.***

– Then Paradigm CMO

* **Shortened sales cycle and addressed challenge of science-heavy, complex product with face-to-face-opportunities.** Sponsored sales consults and C-level conversations.

Education, Professional Development, Community

**BA, Biology, University of Colorado, Boulder, CO**

Content Marketing Certification, MarketingProfs | Fundamentals of Moderating Certification, RIVA Training Institute

Practical Product Management and Requirements That Work, Pragmatic Marketing, Inc.

Volunteer: Matthew Turner Tall Ship Build for Education