

## GLOBAL PRODUCT MARKETING MANAGER

### Professional Profile

High energy, results oriented, medical device marketing professional with 9+ years of product marketing, direct-to-patient marketing and marketing communications experience. A proven track record in conducting market research, identifying consumer needs, developing effective product positioning/messaging, creating brand awareness and establishing a strong presence at industry events.

### Qualifications

Microsoft Office Platform, Adobe Acrobat, File Maker Pro, Agile, Salesforce.com, Siebel on Premise, Siebel on Demand, SAP

### Relevant Experience

- Yoga and Pilates Instructor since 2002 at YogaSource Los Gatos: 200-hour Registered Yoga Teacher (RYT) currently working on 500-hour RYT.
- certification focusing on yoga for healing, chronic pain and illness with an emphasis on cancer therapy.

### Experience

Global Product Marketing Manager May 2014 to Current

Veeam i¼ Salt Lake City , UT

- Successfully launched InSightive Analytics, an analytics tool specific to oncology professionals Â· Work cross functionally with product management, engineering, regulatory, legal, commercialization, installation and service teams to support product life cycle management Â· Manage and define commercialization activities, including product configuration, pricing, licensing, installation and training/education Â· Develop and execute value proposition, product positioning, messaging, market introduction plan, and go-to-market strategy for new products, services and upgrades Â· Define product discontinuation process, including end-of-sale/end-of-support Â· Create product focused marketing collateral and internal support documents.

Outreach Manager Sep 2013 to May 2014

City Of Amarillo, Tx i¼ Amarillo , TX

- Planned and implemented 2014 fundraiser activities partnering with local and international non-profit organizations Â· Managed consumer-facing social media efforts (Facebook and Instagram) Â· Assessed competitive activity and created a strategic plan to access untapped markets.
- Intuitive Surgical Sunnyvale, CA.
- Direct-to-Patient (DTP) Marketing Senior Associate Oct. 2012 Â· Aug.
- 2013 Â· Created nationwide patient programs to build awareness on treatment options available for a wide range of health conditions Â· Supported national outreach campaigns, including partnerships with the NFL, AUA, Curves, and the Office on Women's Health Â· Developed case studies to highlight best practices for successful patient outreach campaigns Â· Fostered strong customer relationships and engaged Key Opinion Leaders Â· Managed consumer-facing social media efforts (Facebook, LinkedIn and Twitter) Â· Conducted market research via patient/surgeon focus groups to learn voice of customer to better understand their needs and objections Â· Coordinated surgeon focus groups to develop product positioning and messaging Â· Administered and analyzed consumer satisfaction surveys.

Communications Supervisor Feb 2010 to Oct 2012

Mcdonald's Corporation i¼ Walnut Creek , CA

- Managed a four-person team that handled trade show support, print production, electronic distribution and collateral fulfillment Â· Managed a \$1M print budget and a \$1.6M+ on-site fulfillment center.
- Created messaging and design for international product promotional content, including trade show material, web content, eblasts, consumer brochures and promotional videos Â· Project managed communication rollout plan for new markets, including Japan and Korea Â· Launched marketing collateral iPad app to worldwide sales force Â· Coordinated, compiled and delivered training material for biannual sales meetings Â· Attended industry events and interacted with Key Opinion Leaders Â· Initiated, monitored and influenced the progress of Legal & Regulatory approvals.

Marketing Communications Specialist Sep 2009 to Feb 2010

Corteva, Inc. i¼ Lubbock , TX

- Provided comprehensive oversight of the production and distribution of marketing material Â· Launched and maintained marketing content on the Online Community, a portal for surgeons, sales force and distributors Â· Coordinated and managed electronic and printed content for world-wide sales, international sales and distributor meetings.

Global Product Marketing Specialist Mar 2006 to Apr 2009

Bayer Healthcare i¼ City , STATE

- Led global project team for A1CNow+ with successful launches in the United States, European Union, Canada, Latin America, Asia, India and Japan.
- Coordinated with global partners to localize packaging and labeling to meet branding, language and regulatory requirements Â· Drafted and managed distributor and affiliate service agreements/contracts Â· Collaborated with R & D to create a comprehensive technical product training program for international distributors Â· Served as the liaison/technical product trainer for international distributors/affiliates Â· Presented monthly international sales and revenue, and budget forecasting to executive team Â· Performed market research trials for HCP

and Over the Counter (OTC) products, assuring the effectiveness of packaging and labeling.

#### Education

MBA , Marketing Santa Clara University Marketing

Bachelor of Science , Psychology Santa Clara University Psychology

#### Skills

Adobe Acrobat, Agile, branding, brochures, budget, com, competitive, CA, content, contracts, DTP, File Maker Pro, focus, forecasting, international sales, Latin, Legal, market research, market strategy, marketing, market, marketing collateral, marketing material, meetings, messaging, access, Microsoft Office, Office, Oct, oncology, packaging, positioning, pricing, print production, develop product, product management, profit, progress, sales, SAP, Siebel, strategic, surgeon, surveys, trainer, training material, upgrades, web content