**Objective:**  
Results-oriented and performance-focused executive, offering proven record of success in sales and marketing, business development, product management, and revenue growth. Equipped with accomplishment-laden career in driving key initiatives, increasing sales targets, and attaining goals through the development of go-to-market campaigns, sales support programs, and carrier- enterprise- wide solutions. Expert at establishing and leading high-performing teams toward efforts to boost brand awareness, develop leading products, and increase company revenue. Lead direct and indirect teams on multiple product launches contributing to revenue growth.  
  
  
**Experience:**  
CounterPath Corporation, Vancouver, BC | Chicago, IL  
Executive Vice President of Sales, Marketing & Product Mar 2016–Present  
Initiate the implementation of marketing and product programs in alignment with optimized go-to-market approach toward revenue growth  
Serve as the media and analyst spokesperson for the company   
Establish long-term strategies in alignment with the market trend to build the competitive edge of the company toward revenue growth  
Report to the CEO, while providing keen supervision to mid-level management to ensure attainment of team objectives and goals, while collaborating with C-level executives in creating linkage between corporate and team goals  
Execute team performance analysis and evaluation by setting data captures to drive revenue and brand awareness  
Assume additional sales roles and responsibility, while preparing and presenting sales, product management, and marketing strategy to the board of directors  
Notable Accomplishments:  
Improved transparency and effectiveness of the organization by systematizing compensation and performance measurement practices and quota metrics  
Drove team in formulating enhanced sales process and operations, leading to increased closed deals by average of 27%  
Played an integral role in creating a corporate strategy to transform perpetual-based model to monthly recurring revenue streams  
Align Sales, Marketing, and Product teams to move from product to services organization including innovative full Unified Comminutions and Collaboration offering.  
Rebuilt sales team resulting in increase in sales in EMEA and North America  
Grew new SaaS business while boosting 53% of all recurring revenue as well as overall corporate revenue of 22% year-over-year  
Expertly led or played a critical role in the closure of 12 of the top 15 accounts throughout the company’s history  
Orchestrated product and services strategy and negotiated contracts to develop end-to-end VoIP services for Tier 1 Carrier  
  
Executive Vice President of Marketing, Product, and Business Development May 2012–Mar 2016  
Rendered executive-level oversight to the Product Management and Marketing organizations of the company   
Promoted leading desktop and mobile softphones and end-to-end whole product solutions for fixed mobile convergence (FMC), fixed mobile substitution (FMS), and over the top (OTT) services through the development and implementation of product, go-to-market, and selling strategies for worldwide enterprises, operators and channel partners   
Notable Accomplishments:  
Brought significant growth to new revenue streams by launching new key products to the market including Bria Mobile, Tablet applications and the Stretto server product line  
Achieved revenue growth by creating strategic sales plan for major original equipment manufacturer (OEMs)   
Made significant contributions in promoting CounterPath’s solutions in the industry which brought win-win results for CounterPath and its partners  
Drove efforts in enhancing public image and client relationships by formulating and executing strategic and marketing plans  
Achieved dominant positioning in organic search through successful execution of search engine optimization initiative  
  
Senior Vice President of Marketing and Product Feb 2011–May 2012  
Oversaw all facets of the product marketing, product management and marketing communications functions  
Maintained focus on company’s product strategy and go-to-market planning bringing FMC and FMS services for desktop and mobile softphones and end-to-end whole product solutions for SIP-based and IMS operators   
Took marketing organization toward revenue enhancement agent of CounterPath  
Became spokesperson for the company  
Notable Accomplishment:  
Positioned CounterPath as the market leader through industry awards, press and media coverage by developing a marketing plan template, thereby boosting revenue across CounterPath’s go-to-market channels and increasing store sales on average of 18% year-over-year (YOY) growth  
  
Vice President of Product Management Feb 2008–Feb 2011  
Pioneered a company-first end-to-end whole product management and product marketing process which involved directing the overall product lifecycle and uniting the major departments of the company  
Formulated effective key product decisions, which boosted revenue and decreased technical debt within the Engineering and Deployment Team  
Held accountable in planning and maintaining five-year roadmaps, while developing financial models and forecasting for new product instructions in accordance with product content and marketing plan    
Built a Product Management Team, in charge of dealing with new market opportunities involving existing and acquired product technologies, thus increasing company revenue   
Enabled cross-functional alignment across all products from concept definition to product release through product management processes  
Steered efforts in improving go-to-market capability and boosting revenue potential by providing synergies across disparate product groups  
Conformed to the elasticity of demand and competitive pricing analysis in generating a new pricing strategy for all products   
Notable Accomplishment:  
Capitalized on industry expertise in attaining positive results by developing the following:   
Competitive analysis framework and reporting capability, which boosted sales response time in addressing customer inquiries  
Key performance indicators (KPIs) development to coordinate product health insights, thus maximizing customer satisfaction   
First ever comprehensive price book for the company, thereby increasing consistency, sales response time, and average revenue per unit, thus acquiring CEO feedback as the Best document in the company  
  
- Earlier Career  
  
Bridgeport Networks, Chicago, IL   
Vice President of Marketing and Business Development Nov 2003–Oct 2007  
  
The Telnecity Group, San Jose, CA   
Co-Founder and Vice President, Marketing and Business Development Apr 2002–Nov 2003  
  
Malibu Networks, Campbell, CA   
Vice President, Business Development Jan 2001–Apr 2002  
  
Axxcelera Broadband Corporation, Sunnyvale, CA   
Vice President, Marketing Oct 1998–Jan 2001  
Director, Marketing and AB-Access Products  
  
Sciforma Corporation, San Jose, CA  
North American Sales Manager May 1994–Sep 1998  
Product Marketing Manager  
Market Analyst   
  
**Education:**  
Bachelor of Science in Business Administration and Marketing, Minor in Computer Technology  
California State University–Chico, Chico, CA