

**Senior Marketing Executive, Marketing Consultant, Educator, and Author** noted for developing individuals and organizations into top-level marketing professionals and high-performing, market-driven enterprises. A quick study in new technologies that drive marketing innovation to deliver a competitive marketplace advantage. An instinctive trainer, mentor, and inspirational communicator who creates value by developing and implementing cohesive marketing and branding strategies that bring clarity to complex subjects and mobilize teams to a common vision. Ideally suited to leadership roles in startups and early-stage companies challenged to build a world-class marketing function.

- **Driving Business Growth:** Provided marketing expertise and direction that positioned D&K Engineering for 134% revenue growth in only three years. Delivered a 97% increase in marketing revenues for CUSTOMatrix and drove Netigy revenue from \$20M to \$53M in only two years.
- **Enhancing Organizational Visibility:** Authored and submitted award applications for D&K Engineering resulting in the receipt of 21 awards including Inc 5,000 Fastest Growing Private Companies five years in a row and selection as an Ernst & Young Entrepreneur of the Year. Developed and implemented a comprehensive online, social media, and promotions strategy that enabled the capture of key clients and enhanced online visibility by 400% in 12 months.
- **Developing World-Class Marketing Professionals and Organizations:** Transformed an engineering-driven, technology-centered organization at Motorola into a market-focused organization while reversing the revenue trend from 80% internal Motorola revenue sources to 70% external commercial revenue sources.
- **Providing Educational Marketing Leadership:** Developed courses on MBA Applied Research Methods; UG Integrated Marketing Communications and Market Research and Analytics that were delivered online and onsite at Point Loma Nazarene University.

### Marketing Expertise that Brings Out the Best in the Organization and Its People

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| ▪ Marketing Communications Strategies         | ▪ Digital Marketing and PR Strategies          |
| ▪ Integrated Marketing Communications         | ▪ High-Performance Team Building               |
| ▪ Product Marketing and Management            | ▪ Marketing Automation and Marketing Tools     |
| ▪ Business Partnering and Collaboration       | ▪ Brand Management                             |
| ▪ Training and Knowledge Transfer             | ▪ Organizational Development                   |
| ▪ Marketing Course and Curriculum Development | ▪ Business Process Development and Improvement |
| ▪ New Business Development                    | ▪ Financial and Budget Management              |

### Innovative Leadership in Marketing, Product Development, and Business Development

#### Educational Sector Experience

**STUKENT**, Charlotte, NC

2021 – present

#### **AUTHOR**

Authored an Integrated Marketing Communications book and marketing simulation focused on how to plan, implement, and manage a successful integrated marketing communications campaign.

**POINT LOMA NAZARENE UNIVERSITY**

2015 – 2021

**ADJUNCT PROFESSOR OF MARKETING**, San Diego, CA (2021-present)

**ASSOCIATE PROFESSOR OF MARKETING**, San Diego, CA (2018 – 2021)

**ADJUNCT PROFESSOR OF MARKETING**, San Diego, CA (2015 – 2018)

Taught Applied Research Methods and Marketing Management MBA-level courses as well as undergraduate-level courses including Principles of Marketing, Integrated Marketing Communications, Marketing Research and Analytics, and Consumer and Organizational Buying Behavior. Provided value added leadership in course and curriculum development as well.

- Developed courses on MBA Applied Research Methods; UG Integrated Marketing Communications and Market Research and Analytics that were delivered online and onsite.

**VARIOUS UNIVERSITIES IN SOUTHERN CALIFORNIA**  
**ADJUNCT PROFESSOR OF MARKETING**

2013 – 2018

Served as an Adjunct Professor in engagements lasting as long as three years at universities including University of California-San Diego Extension, University of San Diego, United States University, and California Miramar University.

Taught graduate-level courses in Marketing Management, Applied Research Methods, Principles of Accounting, Managerial Accounting, and Finance in both online and live class settings.

Taught undergraduate-level courses on topics including Marketing Fundamentals, Principles of Marketing, Integrated Marketing Communications, Marketing Research and Analytics, Consumer and Organizational Buying Behavior, Product Management, Financial Management, Principles of Accounting, and Managerial Accounting.

**Marketing Consulting and Management | Private Sector Experience****TUYO VENTURES LLC**

2020 – Present

**MARKETING ADVISOR | MEMBER, BOARD OF DIRECTORS**

Brought on to provide marketing direction and advisory services to this early-stage idea incubator specializing in raising equity funding promoting ideas that solve societal issues through technological solutions. Work in close collaboration with senior management to advance the company's mission to provide people in underserved areas of the world with access to resources that will facilitate their economic mobility to lift their families out of poverty.

**PARACHUTE MARKETING, San Diego, CA**

2004 – 2020

**MANAGING DIRECTOR | FOUNDER**

Founded, managed, and grew this marketing consultancy focused on driving innovation in the marketing function and optimizing the marketing efforts of its clients. Planned, staffed, and directed engagements with companies in industries including technology, legal services, consulting, and manufacturing. Representative engagements included:

- **Green Circuits, Inc:** Developed and implemented integrated communications strategy (messaging, website development) for this company offering rapid PCB assembly, prototype, and manufacturing services. Developed content supporting publication of technical articles.
- **AeroEngine Protection Corp:** Created and implemented a marketing and branding strategy that positioned the company for significant growth expected in the aviation industry. Created messaging and positioning while driving website development as well as creation, and management of both a digital strategy and PR activities.
- **Devaney, Pate, Morris & Cameron, LLP:** Developed and implemented branding strategy for this San Diego-based, full-service law firm. Integrated communications strategy (messaging and positioning, website development, and social media strategy).
- **D&K Engineering:** Conceptualized, created, and implemented a marketing strategy and messaging that positioned the company for 134% revenue growth in only three years.
- **CUSTOMatrix:** Created and built a marketing practice that delivered a 97% increase in marketing revenues for this executive consulting firm in only one year.

**D&K ENGINEERING, San Diego, CA**

2006 – 2015

**VICE PRESIDENT OF MARKETING**

Working under the auspices of Parachute Marketing on an as-needed basis, identified organizational needs before developing and implementing a marketing plan focused on driving new business development and growing sales as the company grew from \$10M to \$100M in revenue and expanded from 60 to 500 employees in San Diego and Singapore.

- Transformed an engineering-based web presence into a marketing-based site that effectively promoted the company's engineering and manufacturing services to deliver a 260% increase in services revenue and 90% growth in manufacturing business.
  - Laid the groundwork for a robust and effective marketing communications function that kept employees current on information and provided easy access to documents that facilitated more efficient and effective work. Conceived, researched, designed, and implemented an internal communications plan that included a new company intranet site and a formal internal communication program.
  - Significantly enhanced the company's visibility within the industry. Authored and submitted award applications resulting in the receipt of 21 awards including Inc's 5,000 Fastest Growing Private Companies five years in a row and selection as an Ernst & Young Entrepreneur of the Year.
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- Implemented a comprehensive online, social media, and promotions strategy that enabled the capture of key clients and enhanced online visibility by 400% in 12 months.

**FUJITSU CONSULTING**, Sunnyvale, CA

2003 – 2004

**VICE PRESIDENT OF MARKETING COMMUNICATIONS**

Grew sales and lowered costs. Increased solutions sales more than 50% within 18 months by implementing programs to shift toward more market-driven solutions. Reduced global server costs by 40% within four months through development and implementation of an employee intranet and partner portal.

**MOTOROLA**, Scotts Valley, CA

2001 – 2003

**EXECUTIVE DIRECTOR OF PRODUCT MARKETING, STARFISH SOFTWARE**

Transformed an engineering-driven, technology-centered organization into a market-focused organization while reversing the revenue trend from 80% internal Motorola revenue sources to 70% external commercial revenue sources. Partnered with engineering and marketing team to create a product development process that provided customers with customer-centric features and functionality. Grew channel revenue streams by developing and implementing joint go-to-market programs with IBM, Nokia, and PeopleSoft.

**NETIGY**, San Jose, CA

2000 – 2001

**DIRECTOR, MARKET DEVELOPMENT**

Enabled this startup infrastructure consulting company to position itself as a strategic acquisition while contributing to improving its online capabilities. Played a key role in driving revenue from \$20M to \$53M. Introduced a formal knowledge management system that reduced outdated information on the intranet by 60% in six months.

**KELLY'S MISSION ROCK**, San Francisco, CA

1998 – 2009

**GENERAL MANAGER | CHIEF FINANCIAL OFFICER | CHIEF MARKETING OFFICER**

Brought on as a consultant to facilitate the startup of a popular waterfront restaurant. Quickly transitioned to an enterprise leadership role serving in the functional capacities of a General Manager, Controller, CFO, and Chief Marketing Officer (CMO) on an as-needed basis.

- Provided leadership that enabled the restaurant to achieve profitability in only six months and generate revenues of >\$3M in only two years.
- Effectively demonstrated skills in crisis management employing marketing, product, and service innovation. Effectively countered the 9/11 economic meltdown by identifying fresh opportunities driving creation of a new profit center that enable the business to address strict regulatory requirements and weather an unprecedented restaurant failure rate in San Francisco.

*Additional Marketing Leadership success in earlier roles as a Marketing Manager with 3Com and Product Marketing Manager with Silicon Graphics.*

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## Education, Certifications, Professional Development, and Industry Contributions

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**DBA, Marketing**, Grand Canyon University, Phoenix, AZ

**MBA**, University of Phoenix, San Jose, CA

**MS, Accounting**, University of Phoenix, San Diego, CA

**BS, Business Administration (Marketing and Management)**, Duquesne University, Pittsburgh, PA

**Certificate in Social Media Marketing**, Rutgers University, New Brunswick, NJ

**Executive IT Boot Camp**, Stanford University Professional Education, Palo Alto, CA

**Executive Management Program**, Michigan State University School of Management, East Lansing, MI

Currently authoring a book on the practical application of marketing and integrated marketing communications.

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## Select Civic Affiliations

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**Chair**, San Diego County MFG Day Committee (2013-2016)

**Board Member**: San Diego Youth Symphony (2019 – Present) | San Diego Boys and Girls Club (2019 – 2021)

**Member**: San Diego Youth Symphony Development Committee | San Diego Boys and Girls Club Marketing Committee | Women in Technology International | Rancho Bernardo Rotary | San Diego Regional EDC Foundation | Advisory Board, Alliant University School of Management | Alpha Chi National College Honor Society | Delta Mu Delta International Academic Honor Society

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