

## Experience:

### **Motivosity Inc. (Employee Recognition SaaS company) Lehi, UT (2018-2020)**

#### *Chief Marketing Officer*

- Responsible for branding, positioning, and go-to-market strategy for the company
- Created and managed demand gen programs resulting in high growth (#198 on INC500)
- Launched a new product segment to enter the company into the performance mgt space

### **Workfront Inc. (\$160m work management SaaS company) Lehi, UT (2014 – 2017)**

#### *Chief Marketing Officer*

Senior executive responsible for a comprehensive program to build brand awareness and drive new and expansion revenue against a 30%+ growth model

- Implemented a new ABM segmentation model to drive revenue growth
- Developed go-to-market positioning strategy including messaging, target buyers, and customer acquisition plan
- Managed complete company rebrand from AtTask to Workfront and returned the company to pre-rebrand recognition levels within one year
- Key team member in the acquisition of the market leading digital proofing company
- Exceeded demand gen targets each year, delivering 90% of company sales pipeline from the marketing team
- Built-out the structure and launched an installed-base marketing program
- Played a significant role as a culture leader, both in defining and building a company culture that attracted and retained employees

### **Interactive Intelligence Inc. (\$325m business communications SaaS/software company) Indianapolis, IN (2005 – 2014)**

#### *Chief Marketing Officer/EVP worldwide marketing*

Responsible for global marketing strategy and execution, corporate brand development, global alliances, demand generation, and new product initiatives

- Key member of executive team responsible for growing revenue from \$55m to \$319m (double-digit growth 8 of 9 years; 34% y/y growth in most recent year)
- Grew brand recognition from 6% to over 80%
- Established company as leader in its space (Gartner, Frost & Sullivan, Nemertes)
- Built demand generation team in 24 countries on six continents
- Established/directed partnerships with Microsoft, Oracle, and Salesforce
- Built PR/awareness program that generated over 5,000 media mentions per year

### **FirstLight Marketing, LLC (Private marketing consulting firm), Salt Lake City UT (2002 – 2005)**

#### *Principal/Owner*

Provided marketing consulting services primarily to technology companies. Services included search engine marketing, go-to-market planning, brand development, and online promotional campaigns.

Clients included 3Com, CellularOne, ARM Aerospace, and AttachSTOR

- Attracted and retained 15-20 clients
- Built client campaigns that delivered top placement SEO results for highly competitive keywords
- Built go-to-market strategies that were implemented delivering above-plan results

**Captaris Inc. (\$130m messaging software company), Kirkland WA (1996 – 2002)**

*Executive Vice President, Corporate Marketing & Emerging Technology (2000 – 2002)*

General management responsibility for Captaris' mobile application business. Responsible for evaluation of new technology opportunities and all corporate marketing activities including branding, investor relations, corporate communications, and organizational development.

- Established emerging technology group, developed product strategy, completed an acquisition, and brought a mobility product to market all within 12 months.
- Launched an entirely new corporate brand with all components including branding platform, key messages, web site development, collateral development, and advertising (achieved highest recognized ad in WSJ).

*Senior Vice President, Worldwide Marketing (1996 – 2000)*

Managed all facets of a worldwide marketing organization including product responsibilities for 12 products within 3 product families, corporate branding and positioning, go-to-market planning, marketing communications, press relations, corporate strategy, advertising, events management, and sales engineering. Accomplishments include:

- Achieved average 22% year-over-year top line growth
- Defined, implemented, and executed multi-year corporate product strategy and plan
- Increased company-related trade and business press by 30%+ per year
- Garnered 125 corporate and product awards

**CallWare Technologies, Inc. (75 person, unified messaging software start-up)  
Salt Lake City, UT (1994 – 1996)**

*Vice President, Marketing*

Responsible for all product and corporate marketing activities within the company including channel management, product definition and direction, corporate strategy, advertising, collateral development, press relations, lead management, and tradeshows.

**Novell, Inc. (\$1b networking software company) Provo, UT (1989 – 1994)**

*Senior Product Marketing Manager (1992 – 1994)*

Developed and managed marketing and product plans for NetWare Telephony Services, TSAPI, and core NetWare administration tools. Responsibilities included channel and education program development, product launch and promotion.

*Manager Customer Satisfaction (1989 – 1992)*

**Jostens Learning Inc. (formerly WICAT Systems Inc -- \$50m computer-based training & education company) Orem, UT – (1982 – 1989)**

*Director, National Customer Support (1985 – 1989)*

*Manager/Asst. Manager, Sales Administration (1982 – 1985)*

**Education**

Undergraduate Studies, Brigham Young University  
BS Business Administration, University of Phoenix  
Certified Network Engineer

**Accomplishments**

Lotus Development Corporation – Beacon Award Winner  
Employee of the Year, Novell Inc.  
Starch Advertising Award – Wall Street Journal  
SOCAP National Program Award  
Technology Marketing Corporation – Lifetime Achievement Award