



Relevant Work Experience

Director of Marketing

Corning, April 2017 – December 2018

- Architected marketing plan to “cross the chasm” from early adopters to mainstream buyers.
- Transfers and interprets impact of market trends and intelligence across key functional areas of marketing, product / technology and sales.
- SME, spokesperson and evangelist.

Principal Consultant

Wireless 20/20, August 2016 – April 2017

- Advised clients on emerging opportunities and developed strategies to capitalize upon them.

Vice President of Marketing

SOLiD, July 2011 – August 2016

- Established company as an industry thought leader.
- Defined the *Middleprise* market opportunity, and evangelized problem-solution scenarios.
- Co-launched the public-safety industry advocacy group: *Safer Buildings Coalition*.
- Installed market-driven product methodology for MRD, PRD, and product launch.
- Built first multi-year, multi-country strategic plan.

Strategic Consultant

Widely, January 2010 – June 2011

- Developed vision & mission, go-to-market strategy, value propositions, and selling tools.

VP of Marketing & Business Development

Sitestar Corporation, January 2006 – January 2010

- Led business turnaround: increased revenue > 3x.

Marketing Manager

MobileAccess, February 2004 – January 2006

- Built mindshare for recently-rebranded company.
- Conceived and launched healthcare vertical marketing and sales strategy.

StandOut™ Strengths

Pioneer

You see the world as a friendly place where around every corner good things will happen. Your power comes from your optimism in the face of uncertainty.

Advisor

You are a practical, concrete thinker who is at your most powerful when reacting to and solving other people’s problems.

Advisory & Volunteer Experience

Industry Associations

- IWCE Advisory Board (2015 to Present)
- HetNet Forum (2011 to Present)
- NEDAS Advisory Council (2014 to Present)
- Safer Buildings Coalition (2012 to 2017)

Causes

- Storming of Thunder Ridge (2011 to Present)
- Lynchburg Humane Society (2007 to Present)

Education, Certifications & Awards

University of Virginia

English Language & Literature

Pragmatic Marketing

PMC-IV Certification

Dale Carnegie Training

Effective Communications & Human Relations
Leadership Training for Managers

YMCA of Central Virginia

Volunteer of the Year