

TECHNOLOGY SOLUTIONS | TECHNICAL MARKETING | PRODUCT MANAGEMENT

Combining superior technical knowledge and customer communications to achieve P&L goals. Market-driven results for entrepreneurial start-up ventures and established corporations.

Experience with unified communications, contact center, VOIP, xDSL, broadband, SaaS, PaaS, cloud integration, mobile and Android applications.

Technically-savvy marketing & business development professional, backed by an **M.S. in Electrical Engineering**, delivering contributions to companies in communication systems, networking, and semiconductors.

Trusted relationship builder with connections in small, mid-size and large corporations across diverse industries. Ability to develop actionable plans that support sales teams, new revenue streams, and corporate P&L goals.

- | | | |
|--------------------------------|---------------------------------------|---|
| ■ Strategic marketing planning | ■ OEM and aftermarket providers | ■ Customer demonstrations |
| ■ Business goals and budgets | ■ E-Commerce and e-marketing programs | ■ Product strategy and competitive analysis |
| ■ Support for channel sales | ■ Trade show presentations | |
-

EXPERIENCE AND EXPERTISE

■ **Business Acumen:** Developed business plans, conducted competitive market research and analysis, performed due diligence, and collaborated with members of executive teams, sales, and engineering groups to support organizational market positioning strategies, global pricing options, product development, and capitalize on **emerging opportunities that maximized ROI.**

■ **Marketing/Business Development:** Technical product definition and GTM strategy. **Developed documentation for products specifications,** customer applications and target market business values. Provided support to sales channels for education and training.

■ **Team Development/Leadership:** Provided focus and organization strategy to multiple internal teams (R/D, Sales, Test, Operations) to support products and Go To Market plans.

■ **Product Management:** Support for customer engagement product schedules and GTM strategies, developed competitive pricing solutions, feature requirements, served as **common interface for marketing, R/D, sales and qualification teams.** Responsibilities included **changing pricing structure from perpetual to subscription models and integration with Cloud based offers.**

■ **Communications/Presentations:** Delivered numerous presentations for product introductions and technical selling advantages to **corporate user groups and for partner webinars.** Designed and published product marketing and presentation materials, company overviews, and technical product integration programs.

CAREER OVERVIEW

Specialist (Avaya, 2020 - 2022)

Worked with product marketing and management teams. Developed business plan for new, large scale, UC corporate solution. Supported GTM process for Proactive Outreach Manager and CPaaS offers.

Developed alternatives for support of system integrators with expanded cloud solution options. Generated competitive comparison of UC and CC API solutions and market directions.

Sr. Product Marketing Manager (2011 - 2020)

Executive-level role in the development, marketing, launch, expansion, roll-out, and servicing of diverse technology-based Unified Communications and Contact Center products to various industry groups. Experience includes support for both premise and cloud based Contact Center (data sheets, e-books, brochures, presentations, webinars, blogs, customer events, channel updates.)

Presentations to internal and channel sales (VARs, distributors, master resellers.) Work with product management to define new products/features for UC/CC and SaaS solutions. Involved in business plan development, market outreach strategies, competitive analysis, channel support and pricing strategies for adoption of recurring/subscription pricing models and move to cloud campaigns.

- 8x8, Senior Product Marketing Manager
- Avaya, Senior Product Marketing Manager

Past Positions (1989 - 2001)

Direct responsibility for P&L, market positioning and applications, negotiating licensing agreements, initiating sales to Tier 1, 2, 3 carriers, managing client service relations, and leading internal

teams to support business goals and profit objectives (marketing, service, support.)

- Jetstream Communications, VP Business Development
- Amati Communication , VP Marketing
- Digital Link, VP Marketing

EDUCATION, AFFILIATIONS, PUBLICATIONS

- Master of Science, Electrical Engineering | Bachelor's Degree, Electrical Engineering
The Ohio State University, Columbus, Ohio
Tau Beta Pi
Eta Kappa Nu (National Electrical and Computer Engineering Honor Society)
Ohio Power Utilities Fellowship
- Blogs - (see www.tacberry.com)