

Paul V. Cunningham

Director of Marketing

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PRODUCT MARKETING ♦ PRODUCT MANAGEMENT ♦ MARKETING COMMUNICATIONS

- Versatile and creative marketer with a rare combination of technical competence and business savvy, and an absolute thirst for tangible results.
- Driving companies to 'the next level' of marketing success, through insightful leadership, ambitious planning, aggressive schedules, and above all, focused execution.
- Proven ability to manage complex projects and lead cross-functional teams to deliver revenue-generating products and programs.

EXPERTISE

- Revenue Growth
- Product Launches
- Press & Analyst Relations
- Team Leadership
- Product & Roadmap Definition
- Delivery & Lifecycle Management
- Strategic Planning
- International Management
- Marcom Production
- Message & Content Development
- Sales & Field Support
- Channel & Promo Management

EDUCATION

MBA ▪ University of Washington, Seattle. Emphasizing Marketing and Information Systems.

BA ▪ University of California, Santa Barbara. Experimental Psychology. (*Research Methodology and Human Motivation*)

EXPERIENCE

Decibel Marketing

Management and Technology Consultant (Principal)

2001 – Present

Provide strategy and implementation services to young technology companies in healthcare, financial services, and wireless. Marketing services have included strategic business plans, integrated sales and marketing programs (tradeshows, email campaigns, web development). Technical services have included InstallShield implementations, SQL Server application management, and application prototyping.

Independently designed and constructed a state-of-the-art mobile service application, Mobile511.com, delivering real-time traffic information to cell phone and smart phone users.

Centricity Software – Network and Application Management (*Centricity folded in 2001*)

Director of Product Management; Director of Marketing

1999 – 2001

Personally managed creation and delivery of the company's first product, Centerwise™, from prototype through initial release. Conceived and delivered comprehensive launch and marketing programs to drive awareness and shorten the sales cycle with Enterprises and Service Providers.

Developed formal partnerships with Microsoft OSS group and Partner Solution Center, resulting in executive access and high visibility role at Microsoft Network Services Executive Summit.

Promoted to Director of Marketing with responsibility for corporate and product marketing. Built and managed a team of five product marketing and product management professionals.

Wall Data Software – Host Access and Web Integration (*Acquired by NetManage in 1999*)

1998 – 1999

Group Product Manager, Cyberprise & RUMBA product lines, 1999

Group manager for all Wall Data product lines: *Cyberprise Portal Server, Cyberprise Data and Reporting, Cyberprise Host, Cyberprise Developer, RUMBA.*

Team leader for product management group with continued responsibility for key PC-to-Host and Web-to-Host products. Along with individual product managers, guided strategic direction for Wall Data's e-business platform, business intelligence, and development tools.

Product Marketing Manager; Product Manager, 1998 – 1999

Product line responsibility for RUMBA, with \$110 Million in annual worldwide revenue.

Revitalized and re-launched revenue flagship product – RUMBA 2000, increasing market share by 20% in highly competitive market.

Effectively refocused marketing message based on Total Cost of Ownership (TCO) (rather than employee

productivity) through industry analysts, news editors and channel partners, resulting in widespread press coverage and increased sales uptake worldwide.

Led cross-functional teams to release several new product versions. Matrix-managed team with members from many departments: Engineering, Sales, Accounting, Documentation/Localization, Support, Training, Consulting, Marketing, International.

Cogent Data Technologies / Adaptec (*Adaptec acquired Cogent in 1996*)

1991 – 1996

Director of Product and Channel Marketing, 1994 – 1996

Launched Cogent into domestic and international distribution channels. Created and managed multi-tiered marketing programs to generate both push and pull-through demand. Established marketing relationships with U.S., German and European resellers and distributors including Ingram Micro, TechData, and Computer 2000.

Managed product and channel marketing budgets from under \$50 thousand to more than \$1 million annually. Domestic spending accounted for approximately 65% of budget, and international markets, (primarily Germany, U.K., and Scandinavia) were 35%.

Director of Product Marketing, 1992 – 1994

Designed and implemented the product marketing program, including product line launches, positioning, messaging, and channel marketing. Products were a broad and innovative family of server-centric 10/100 Fast Ethernet adapters, multi-port adapters and stackable repeaters.

Defined product requirements and product line strategy to address key market segments and create profitable product/market niches.

Our efforts received top honors from the press, including:

- "Products of the Year", (twice) LAN Magazine
- "Editor's Choice", (twice) and "Editor Refuses to Give it Back", Network Computing
- "#1 Rated Adapter" and "Pick of the Year", PC Week

Senior Sales Engineer, 1991 – 1992

Developed and maintained major corporate customers and OEM development partners. Provided sales, marketing and engineering support for high performance Ethernet hardware and software networking products. Hired and managed Technical Support group.

The Wollongong Group

1990 – 1991

Sales Engineer. Field engineering and sales support for all network product lines including TCP/IP, NFS, and network management on VAX, UNIX, PC and Macintosh platforms. Sales channels included corporate direct and resellers. Contributed to 100% revenue growth in Pacific Northwest territory, and achieved 165% of sales quota.

ADDITIONAL EXPERIENCE

Leadership	<i>Water Board Commissioner (elected):</i> Cattle Point Water District, San Juan County, 1999. <i>President:</i> Cattle Point Estates Owners Association, 1996-97, 1997-98.
Languages	English and German
Personal Life	Married, 25 years. No children. Willing and able to relocate.
Interests	Photography, travel, linguistics, aviation (private pilot), fly fishing, golf; Wireless and mobile technologies such as WLAN, GSM/GPRS/EDGE/HSDPA, Bluetooth, GPS.
Technologies	InstallShield, ASP.NET, Visual Basic.NET, HTML, XHTML, VB, C, Windows for Smart Cards SDK; Microsoft Windows Server 2003, IIS (Internet Information Server), SQL Server, Exchange Server; Nokia Series 60.
Applications	Microsoft Excel, PowerPoint, FrontPage, Project, Visio, Word; Adobe Acrobat, Dreamweaver, Flash, Lightroom, Photoshop, Premiere.

PUBLICATIONS

In addition to numerous company documents and white papers, authored the following published articles:

"[Untangling Fast Ethernet Cables](#)," Byte, December 1995.

"Understanding Fast Ethernet Cabling," N&C Magazin (Germany), September 1995.

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