

MONICA BRANDT

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BUSINESS DEVELOPMENT SPECIALIST

Multi-dimensional hands-on business professional providing leadership to startups, new divisions and established organizations. Skilled in outbound and inbound marketing domestically and abroad. Accomplished in investor recruiting, product development, technology strategies, and B2B sales.

Areas of Expertise:

- B2B Relationships
- Channel Marketing
- Public Relations
- Capital Acquisition
- Technical Marketing
- Advertising
- Marketing Materials
- Contract Negotiations
- International Markets
- Business Plans
- Consulting
- Trade Shows

Concrete results realized in a variety of business environments—startups in need of funding to multibillion-dollar international organizations such as Mitsubishi and Canon.

- Negotiated complex, highly profitable B2B proposals with companies such as IBM, Dell and 3M, often convincing them to pay for a product when they expected it for free in exchange for their endorsement.
- Generated millions of dollars of revenue as key player in transforming small development house into major business services firm. Further increased revenue by parlaying business services model into software program.
- Launched new web camera product in just three months, writing marketing plan, obtaining venture capital, signing 30 resellers and contracting with 12 manufacturing rep organizations.
- Successfully promoted organizations and products in Europe, the Far East and throughout the Americas.

PROFESSIONAL EXPERIENCE

Consultant, Inc.

Santa Clara, CA

1998–2003

Top executive entrusted with productizing process management system and developing a client base for products and services. Company became pioneer in Business Process Management (BPM), providing software and consulting to enable large organizations to streamline business models by capturing, simulating, automating and managing the business process.

DIRECTOR OF STRATEGIC ACCOUNTS (2000–2003)

Boosted revenue and increased market visibility by acquiring strategically important accounts. Managed direct and OEM clients.

- Generated over \$6M in revenue.
- Negotiated first Fortune 500 contract with IBM.
- Landed high profile accounts such as IBM, Dell, 3M and Sony.

DIRECTOR OF PROFESSIONAL SERVICES (1998–1999)

Spearheaded transformation of boutique development house into flourishing business services firm.

- Productized services; designed, built and marketed service packs.
- Managed client relationships throughout project life cycle.
- Developed marketing plans, identified prospects, designed sales presentations and drafted proposals.

**Network 4 You
(N4Y)****Fremont, CA**

1997–1998

Lead executive in charge of inbound and outbound marketing and product management for this innovative hardware company's flagship product, a standalone network attached storage (NAS) and file server. Product plugged directly into net for access by any network server and was sold to OEMs.

DIRECTOR OF PRODUCT MANAGEMENT

- Designed and implemented market entry, pricing and positioning.
- Defined product requirements using competitive analysis and customer feedback.
- Managed feature/time-to-market tradeoffs with engineering team.

Acme Multimedia**San Jose, CA**

1997–1998 (concurrent)

Founding member of entrepreneurial company whose flagship product, an OEMed camera called Electronic Eye, broadcast color video over the internet for viewing with standard web browsers.

PRINCIPAL

- Executed launch of Electronic Eye in just three months, implementing market entry, pricing, positioning and channel strategy.
- Signed 30 resellers in two months, including retailers like Gateway Computers and Comp USA.
- Contracted with 12 manufacturing rep organizations, expediting market penetration throughout the Americas.
- Helped obtain venture capital funding by preparing marketing plan.
- Managed all Far East development partner negotiations and relationships.

**Major Computer
Products (U.S.)****Santa Clara, CA**

1996–1997

Key developer and manager of business alliances for ZEUS, the data warehouse product line of this \$50B company. This proprietary technology was designed for targeted Data Mining and Decision Support applications.

BUSINESS ALLIANCE MANAGER

- Expanded reach, initiating and managing third-party developer relationships.
- Maintained high quality standards, performing technical evaluation and competitive analysis of third-party software and hardware offerings.
- Evaluated third-party products for OEM licensing.
- Ensured availability of differentiated vertical market solutions by recruiting VARs to port and optimize their software onto ZEUS.

**PC Systems,
Consulting
Services Division****Newark, CA**

1994–1996

Managed marketing program for the only training/consulting firm listed in top 100 companies in Silicone Valley (1997). PC Systems offers consulting, training, contract services and R&D support for Windows and Unix.

BUSINESS DEVELOPMENT AND PROJECT MANAGER

- Raised success ratio of proposals by improving quality of marketing program.
- Increased revenue when more presentations resulted from business development program.
- Performed instrumental role in rolling out Windows consulting division which became one of the highest-earning divisions in the organization.

**Integrated
Systems Corp.**

Santa Monica, CA

1983–1992

Rapidly promoted through technical ranks to executive marketing positions in this Canon company. Integrated offered UNIX and its system software extension products. Key responsibilities included creation and implementation of product and channel marketing, marketing campaigns and training. Product division acquired by Microsoft.

DIRECTOR OF EUROPEAN MARKETING (1991–1992)

- Designed and implemented marketing campaigns, including PR, advertising, trade shows and collateral.
- Boosted European market to 43% of total product revenue with the help of marketing programs.
- Contained marketing costs by revising existing domestic programs for international audience.

MANAGER OF CHANNEL MARKETING (1989–1990)

- Created and implemented channel marketing programs, product/sales training, channel support and telemarketing activities on a worldwide basis.
- Increased profit margin and product differentiation by optimizing software bundling.
- Designed and executed 15 product launches through Integrated channels.
- Conceived and enacted numerous product promotion and direct mail campaigns for corporate and general distribution.
- Built co-op marketing program that included 36 distributors and VARs worldwide.
- Ensured proper training of customer base by creating Authorized Training Program for distributors.

MANAGER OF TECHNICAL MARKETING (1988–1989)

Directed technical aspects of all marketing activities, domestic and international.

SYSTEMS ENGINEER (1986–1988)

Managed technical sales in Western U.S., Far East, Pacific Rim and South America. Western region exceeded all sales objectives.

TECHNICAL STAFF MEMBER (1983–1986)

Performed internal technical support for UNIX product line.

EDUCATION

BS, Computer Science	University of California at Santa Barbara	1983
Marketing Program	Loyola Marymount University	1989
Management Program	American Management Association	1990
Financial and Managerial Accounting	Santa Monica College	1992
Courses in Channel Marketing and Sales	American Management Association	