

## VICE PRESIDENT

### Experience

Vice President , 04/2018 to 12/2018

- Managed all aspects of Epson launch of wearable technology product line including messaging, executive speech and presentation, video script, media relations, social media integration, partner announcements, press releases and other materials, and event logistics Convinced company to conduct press conference during industry event resulting in over 200 media attending and dozens of national media and broadcast stories, including CNN, Fox News, USA Today, CNET, Mashable, Engadget and more Achieved Epson's main objective to be perceived as legitimate competitor to more established industry players such as Google Glass and Fitbit Instrumental in success of (ISC)2, the world's largest association of information security professionals, growing from less than 8,000 members to more than 80,000 in 10 years Conceived (ISC)2 survey of information security profession with resulting coverage in The Wall Street Journal, Fortune, Forbes and numerous other IT and security trade media and establishing CISSP certification as "gold standard" Wrote numerous articles, blogs, speeches and video scripts for top security professionals, including Howard Schmidt, first cybersecurity advisor to the White House Played key role in re-branding iconectiv, a telecommunications services provider and business unit of Ericsson, to focus on emerging markets Wrote messaging for new company vision and incorporated into CEO letters, speeches and other communications to staff and partners; wrote articles, white papers, brochures and website content; managed earned, owned and sponsored media programs, including coverage in USA Today and Yahoo! Finance Dana Point Initiated company-wide update of communications processes to better position firm for growth Introduced company messaging maps for consistent storytelling across content channels Counseled teams on creating relevant, compelling earned and owned media content Secured standalone articles in business and consumer media sites for AI startup, including Axios, TheNextWeb and Venturebeat Guided new hire in becoming top earned media producer Won two client-recommended budget increases upon exceeding program goals.

Vice President , 03/2013 to 03/2018

- Implemented range of earned, owned and sponsored media initiatives that met or exceeded program goals for influence, including Epson New Ventures division; conversational AI pioneer Nuance Communications, iconectiv and technology startups involved in IoT, data analytics and 5G Continuously offered additional program ideas that resulted in business traction Secured bylined article for Cambridge Semantics in The Financial Times by leveraging Thomson Reuters announcement resulting in two major new business leads Created unprecedented visibility and credibility among key audiences for Reveal Mobile by leveraging its retail store data and securing media placements in the New York Post, USA Today, Yahoo! News, Motley Fool and other newspaper and retail trade media outlets Oversaw production of all communications materials across clients, including press releases and fact sheets, presentations, speeches, brochures, email marketing, social media, white papers, articles, websites and blogs, internal communications and more, ensuring consistent and impactful messaging at every touch point Demonstrated success with verifiable data including earned media analysis, website traffic, social media audience growth and engagement, etc.

Public Relations Manager , 06/2011 to 03/2013

Company Name

- Achieved global expansion communications program for IoT provider Telit Wireless due to exceeding objectives in North America.

Vice President , 01/2001 to 03/2011

- Account Management, Maples Communications, Mission Viejo Managed account team for agency's largest client, Toshiba, with \$2.4 million in billings annually Developed and executed public relation plans, including product launches, environmental initiatives, community outreach and corporate activities Wrote messages, speeches and video scripts in collaboration with executive team Retained (ISC)2, the world's largest association of information security professionals, for entire agency tenure with 400% budget increase Directed the communications program from beginning for start-up Networks In Motion, providers of the first wireless navigation solutions for GPS-enabled mobile phones, resulting in acquisition four years later.

### Education

Bachelor of Arts : Journalism California State University - City

Journalism

### Summary

Technology communications executive with ability to lead content marketing and public relations programs for brand name and emerging technology companies that accelerate business growth Generates creative ideas that exceed project expectations Expert content developer for owned, earned and sponsored media Makes complex technology stories accessible to business and mainstream audiences Counsels executives on effective messaging and communications strategies Experienced ghost writer of articles, blogs, social media, speeches, video scripts and more Passionate and knowledgeable about the latest technology innovations Industry experience includes telecommunications/5G, the internet of things (IoT), artificial intelligence/machine learning, data analytics and augmented reality/virtual reality Company experience includes Epson, Toshiba, Ericsson, Cisco, Ingram Micro and Nuance Communications

### Skills

Account Management, AI, agency, billings, branding, broadcast, brochures, budget, content, client, clients, email, Epson, Finance, Financial, focus, GPS, information security, letters, logistics, marketing, materials, media relations, messaging, navigation, Networks, newspaper, presentations, press, press releases, processes, producer, retail, Reuters, scripts, script, speeches, speech, stories, white papers, telecommunications, phones, Toshiba, video, vision, website, websites, website content, articles

### Additional Information

- Awards Winner of three Silver Anvils, the national award for excellence from the Public Relations Society of America