

Joseph Rockford

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Summary

Marketing Executive with international experience and proven ability to increase customer retention, expand market share, and drive revenue. Background includes partnering with executive team to set strategic direction. Excellent track record developing relationships with Fortune 500 clientele.

Work History

Supercomp/Megatech, New York, NY, 2001–present

Director, North American Marketing

Oversaw \$4 billion North American electronic storage device business, managing 48 direct reports and a specialized sales force, through a major acquisition of Supercomp by Megatech.

Achieved 95% success rate in customer retention during corporate merger.

- Developed customer incentive program which resulted in 95% customer retention of Supercomp key accounts, worth \$400 million.
- Increased market share and penetration 10% by providing training to Gold Star customers prior to acquisition.
- Coordinated award-winning trade show for 6500 sales reps from North and South America to introduce new product lines.
- Retained as one of only two Supercomp employees following acquisition due to extensive knowledge of Megatech's product line.

Supercomp, New York, NY, 1997–2001

World Wide Product Marketing Manager

Developed overall strategy for international marketing programs throughout North America, Europe, and Asia-Pacific.

Captured \$100M in new revenue.

- Drove marketing strategy that produced \$100 million in new product sales through multiple product launches, including new products, software, and services.
- Designed training programs that resulted in a 15% increase in the North American market share.
- Spearheaded Supercomp's rise to the #3 vendor in the business by developing overall global marketing strategy that expanded product placement in Europe and Asia-Pacific.

Software Specialties, Dover, DE, 1995–1997

Product Marketing Manager

Managed all aspects of marketing the company's product line of customized business management software and database applications.

Led 18% growth in Fortune 500 accounts.

- Developed sales strategy that resulted in 18% increase in sales and revenues of \$45 million, marketing to clients that included McDonald's, Sears, Stop & Shop, Walgreen's, Barnes & Noble, and General Electric.

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Work History (continued)

Penetrated new markets worth over \$15 million in revenue.

Viewed as “Market Expert.”

Education

Supercomp, New York, NY, 1989–1995

Product Marketing Manager

Managed product launches for numerous product lines, leading cross-functional teams to meet deadlines for deliverables.

- Coordinated and implemented corporate marketing programs for new storage system technology. Secured large, strategic orders, including Chase Manhattan Bank (worth \$10 million over a four-year period) and John Hancock (worth \$4.5 million), and Liberty Mutual (worth \$2 million).
- Drove sales by overseeing design improvements that ensured that engineering teams addressed customer needs.

Area Marketing Consultant, New York, NY, 1985–1989

Provided marketing support for several product launches.

- Wrote and managed marketing plans, product positioning, collateral content creation.
- Conducted focus groups and usability testing to gather customer feedback.
- Furnished sales support with product and application knowledge. Provided understanding of market, competition, and sales process. Recognized by management as “market expert.”

Capital Camera Corporation, Cambridge, MA, 1987–1989

Marketing Coordinator

Performed inside sales, customer service, consulting, and campaign management for camera and film products.

M.B.A., Harvard Business School, Boston, MA

B.S., Marketing, Bentley College, Waltham, MA

Ongoing professional development includes:

- Managing in the Global Business Environment
- International Management in the High Tech Industry