
Profile

Which Boards would you like to apply for?

Greater Raleigh Convention and Visitors Bureau: Submitted

Please select your first Board preference: *

☒ None Selected

Please select your second Board preference: *

☒ None Selected

Please select your third Board preference: *

☒ None Selected

Please select your fourth Board preference: *

☒ None Selected

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

Joel

First Name

C

Middle Initial

Fuller

Last Name

508 Mial Street

Street Address

Suite or Apt

Raleigh

City

NC

State

27608

Postal Code

What district do you live in?

☒ District 5

Home: (919) 427-0285

Primary Phone

Home: (919) 833-6433

Alternate Phone

joel.fuller@marriotttraleigh.com

Email Address

Raleigh Marriott City Center

Employer

General Manager

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have been in the hospitality industry for more than 30 years, I am a huge supporter of this great City and can assist the board by using my wealth of knowledge. I thoroughly enjoy the interaction with other members of the board and truly support tourism as a economic engine.

Work Experience

Over 30 years in Management experience for Marriott Hotels in various capacities in numerous cities across the United States.

Volunteer Experience

Involved in the following in the past handful of years: TAHMA- Triangle Area Hospitality Association SKAL Volunteer at Shepard's Kitchen Recruiting experience at ECU, University of South Carolina CVB Board Member 2009-2013 Habitat for Humanity

Education

Bachelor of Science in Management- The Ohio State University, University of Phoenix

Comments

[JF_2018_resume.docx](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

CVB

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Joel C. Fuller

508 Mial Street, Raleigh NC 27608 • joel.fuller@marriotttraleigh.com

SUMMARY OF QUALIFICATIONS

Progressive career in the hospitality industry with experience in all areas of the hotel. Dynamic Leader who has a proven record of outstanding results in both large and mid-size full service hotels. A Leader who works well with all team members and brings together associates to deliver world class service.

EXPERIENCE

Interstate Hotels and Resorts

General Manager, Raleigh Marriott City Center: Raleigh, NC

400 guest rooms, 15,000 sq. ft of meeting space

KEY ACCOMPLISHMENTS

- Hotel awarded 2016 Food and Beverage team for Interstate Hotels.
- Moved service scores in all areas of the hotel by 2-5 points.
- Maintain strong operational scores in all areas of the hotel.

Arlington, VA

October 2016-present

Commonwealth Lodging, LLC

General Manager, Richmond Marriott West: Richmond, VA

242 guest rooms, 7,000 sq.ft of meeting space

KEY ACCOMPLISHMENTS

- Established new policies and procedures to drive results and create a winning team.
- Hotel renovation of all sleeping rooms and space in 2015- \$10.5M
- Reduced Labor and contract cost by 15% in first year.
- Re-established hotel position in market and changed lacking perception within the community
- Moved Guest satisfaction scores from bottom 20% to top 10% in two years.

Virginia Beach, Virginia

September 2014-October 2016

Marriott International Inc.

Washington, DC

April 1984-September 2014

Hotel Manager, Detroit Marriott at the Renaissance Center

Detroit, Michigan

1300 guest rooms, 100,000 sq. ft. space & exhibit hall

KEY ACCOMPLISHMENTS

- Food & Beverage margin of growth up three points in 2014
- 30 Million dollar 2014 renovation of guest rooms & all meeting space
- House Profit increases by two points in 2013
- Guest Satisfaction Service scores increased four points in 2013

February 2013-September 2014

General Manager, Raleigh Crabtree Valley Marriott

Raleigh, North Carolina

375 guest rooms, 10,000 sq. ft. of space

KEY ACCOMPLISHMENTS

- Increased House Profit by 1.4 points in 2011
- Improved Engagement score by 9 points in 2011
- President of Triangle Area Hotel Motel Association (TAHMA) 2011
- Attended Marriott's GM Leadership program 2011
- Hotel achieved highest GSS in history of 86.5 points in 2010
- Consistently ranked in the top ten in ESS scores

August 2008-February 2013

- Actively involved in Raleigh Convention and Visitors Bureau (Board Member since 2009)
- 10,000 sq. ft. of space with \$15 million in sales

**General Manager, Spartanburg Marriott at Renaissance Park
Spartanburg, South Carolina**

June 2007-August 2008

247 guest rooms, 30,000 sq. ft. of space

KEY ACCOMPLISHMENTS

- Improved House Profit by 1.9 points in 2007
- 30,000 sq. ft. of space with \$10.8 in sales
- Reduced maintenance contract cost
- Built solid relationships with key city leaders
- Led changes regarding organizational structure
- Maintained strong Guest Satisfaction Scores

**Director of Operations/Assistant General Manager, Raleigh Crabtree Valley Marriott
Raleigh, North Carolina**

September 2001-June 2007

375 guest rooms, 10,000 sq. ft. of space

KEY ACCOMPLISHMENTS

- Selected by regional team for 2007 Project Zen, Guest Satisfaction Survey Cadre & Leadership Excellence Executive Education Program
- Increased Food and Beverage profit by 2 percentage points in 2007
- Hotel rated fourth in Eastern Region in overall ESS scores in 2007
- Hotel maintains strong operations review scores
- Led total rooms renovation project in 2006, 9.5 million dollar project
- Achieved Event Management Team of the year in 2006
- Integral part of leadership team that increased AOS scores to best ever in 2005
- Led restaurant and bar renovation in 2005 and 2006
- Built solid local reputation for excellence of culinary team

**Director of Convention Services, Marriott Wardman Park Hotel
Washington, DC**

March 1998-September 2001

1300 guest rooms

KEY ACCOMPLISHMENTS

- Hotel awarded Meetings and Conventions Gold Key Award – 1999, 2000, and 2001
- Catering Department grew from \$14.5M to over \$20M in 3 year period
- Convention/Event Team of the Year in 2000
- Involved in initial Performa numbers for total hotel sales
- Major involvement in \$100M renovation of entire hotel
- Member of initial transition team and Executive Committee for major hotel take-over

**Director of Convention Services, Crystal Gateway Marriott
Arlington, VA**

October 1994- March 1998

700 guest rooms

KEY ACCOMPLISHMENTS

- Awarded dual Gold Key and Gold Platter awards for first time in 2006
- Mid-Atlantic Convention Team of the Year 1996
- Significantly improved GSS and MPS scores
- Involved in Convention Network group responsible for maintaining and updating convention network guidelines.

ADDITIONAL MARRIOTT EXPERIENCE

Assistant Director of Convention Service, New York Marriott Marquis

New York City, NY: September 1989 – October 1994

Convention Manager/Catering Manager/ EMM, San Antonio Riverwalk Marriott

San Antonio, TX: August – September 1989

COMMUNITY RELATIONS

- Partner with local colleges and universities (i.e. ECU, NC Central and Wake Technical Community College)
- Recruitment for Marriott International at University of South Carolina in 2012
- Board member of Raleigh Convention and Visitors Bureau 2009 – 2012
- President of Triangle Area Hotel Motel Association in 2011
- Member of Wake County Hospitality Alliance
- Involved in local community relations with Frankie Lemmon School

EDUCATION

**THE OHIO STATE UNIVERSITY, School of Home Economics
1980-1984**

Columbus, Ohio

**UNIVERSITY OF PHOENIX, Bachelor of Science in Management
2008**

Raleigh, North Carolina

Profile

Which Boards would you like to apply for?

Board of Adjustment: Appointed

Centennial Authority: Submitted

Citizen's Energy Advisory Commission: Submitted

Greater Raleigh Convention and Visitors Bureau: Submitted

Industrial Facilities and Pollution Control Financing Authority: Submitted

Raleigh-Durham Airport Authority: Submitted

Please select your first Board preference: *

☒ Adult Care Home Community Advisory Committee

Please select your second Board preference: *

☒ Durham and Wake Counties Research and Production Service District Advisory Committee

Please select your third Board preference: *

☒ Raleigh-Durham Airport Authority

Please select your fourth Board preference: *

☒ Greater Raleigh Convention and Visitors Bureau

Please select your fifth Board preference: *

☒ Economic Development Commission

Please select your sixth Board preference: *

☒ WakeMed Hospital Board of Directors

Waheed

First Name

Haq

Last Name

Middle Initial

4109 Henry J Menninger Wynd

Street Address

Suite or Apt

Raleigh

City

NC

State

27612

Postal Code

What district do you live in?

☒ District 7

Home: (919) 787-5075

Primary Phone

Home: (919) 510-0223

Alternate Phone

waheed557@gmail.com

Email Address

Raleigh

Employer

President/Manager

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have been living in Wake County for over 30 years and wan to serve the citizens of the county.

Work Experience

Please see the Resume

Volunteer Experience

Please see the Resume

Education

Please see the Resume

Comments

[HAQWAHEEDMale05-05-1957 Resume-waheed-cs.doc](#)

Upload a Resume

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Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Asian

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Current Wake County Volunteer

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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WAHEEDUL HAQ “RANA”, L.G., C.E.I.

PROFESSIONAL REGISTRATION: NC (ALSO PERMITTED IN AK, AL, MO, NC, PA, & TN)
General Contractor Licensed in WV
Real Estate License: NC

MAJOR AREAS OF INTEREST:

Business Development/Management, Expert Testimony, Personnel Management, Investigative Team Leadership, Landfill investigation, monitoring and lagoon closures, Environmental Investigations and Regulatory Compliance Audits/Investigations

PERSONAL: DOB: 05/05/1957; **STATUS:** Married

EDUCATION

Technical

Course Work for Postgraduate (Hydrogeology)
MS Engineering NCSU, Raleigh, NC 1987
M.Sc. Nuclear Engineering (QAU), Pakistan 1979
M.Sc. Geophysics/Geology (QAU), Pakistan 1980

Others: Graduated from Raleigh Neighborhood College (2004)
40-Hr OSHA Course and updates
Dale Carnegie Courses
Management Courses
Human Resources/Employee Relations Courses

PROFESSIONAL EXPERIENCE

Over 34 years of professional experience in team leadership, business development and expert testimony for a wide range of projects, especially problem solving, residential and commercial construction and environmental management projects. Responsible for managing the human resources, P&L of the company and overseeing the progress of all the projects. I strive to explore and implement new technologies for cost economic solutions to environmentally impaired sites. I have directed and supervised a number of projects and have successfully completed the projects within the proposed budget in Petroleum contaminated facilities. Landfill monitoring, investigation and Remediation, Lagoon Closures, Solid & Hazardous Waste Management & Disposal.

The projects being supervised/completed are/were located in North Carolina, South Carolina, Alabama, Missouri, Kentucky, Tennessee, Virginia, Ohio, Pennsylvania, Florida and Georgia.

ADMINISTRATIVE EXPERIENCE

As an Entrepreneur, I have established a place in the business community and developed numerous small business ventures. I have maintained a solid control on Project Finances and have completed all projects within the proposed project budgets. I strongly believe in thorough communication channel between all responsible parties.

EMPLOYMENT HISTORY

1988 – 1989 Research Hydrogeologist at Russnow, Kane & Andrews, Inc. Raleigh, North Carolina.

1989 – 1990 Senior Hydrogeologist at ATEC Associates, Inc. Raleigh, North Carolina.

1990 – 1991 District Manager at ATEC Associates, Inc. Raleigh, North Carolina.

1991 – 2005 President, Associated Environmental Consultants & Engineers, Inc. Raleigh, NC.

1995 – 2005 Vice President, A & M Ventures, Inc. Raleigh, North Carolina.

2005 – Present President, A & M Ventures, Inc. Raleigh, North Carolina.

2000 – Present Member/Manager, RANA, LLC Raleigh, North Carolina.

COMMUNITY SERVICE:

Member–UST Commercial Fund Council (2005 – Present), appointed by Speaker of the NC House

Member–NC Board of Ethics (2003 – 2006), appointed by Governor of North Carolina

Member–Raleigh Appearance Commission (2003 – 2007), appointed by Mayor C. Meeker

Member–Advisory Board–CMT Department (2003 – 2009) Wake Technical Community College

Member–Raleigh Planning Commission (2007 – 2013), appointed by Mayor C. Meeker

Profile

Which Boards would you like to apply for?

Eastern Wake Fire Rescue Department Inc. Board of Trustees Firemens' Relief Fund: Submitted
Greater Raleigh Convention and Visitors Bureau: Submitted
Open Space and Parks Advisory Committee: Submitted
Planning Board: Submitted
Rolesville Board of Adjustment: Submitted
Rolesville Planning Board: Submitted
Rolesville Rural Fire Department Board of Trustees Firemen's Relief Fund: Submitted
United Arts Grants Panels: Submitted
Wake Technical Community College Board of Trustees: Submitted
WakeMed Hospital Board of Directors: Submitted

Please select your first Board preference: *

☒ WakeMed Hospital Board of Directors

Please select your second Board preference: *

☒ Wake Technical Community College Board of Trustees

Please select your third Board preference: *

☒ Open Space and Parks Advisory Committee

Please select your fourth Board preference: *

☒ Rolesville Planning Board

Please select your fifth Board preference: *

☒ Rolesville Rural Fire Department Board of Trustees Firemen's Relief Fund

Please select your sixth Board preference: *

☒ Greater Raleigh Convention and Visitors Bureau

David

First Name

L

Middle Initial

Heath

Last Name

1026 Virginia Water Drive

Street Address

Suite or Apt

Rolesville

City

NC

State

27551

Postal Code

What district do you live in?

☒ District 1

Home: (919) 423-4506

Primary Phone

Home: (252) 523-0800

Alternate Phone

seahawkalum@yahoo.com

Email Address

IFC

Employer

CFO

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Rolesville

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I want to volunteer in the community and take the time to give back to the area that I love. I have a particular skill set in finance that will serve the community and WakeMed well.

Work Experience

I am a CPA by trade and the CFO of a private equity firm in the triangle.

Volunteer Experience

Education

Bachelor of Science and Masters of Accounting

Comments

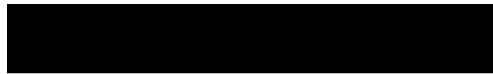
[DavidHResume_-_IFC.doc](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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David L. Heath

1026 Virginia Water Drive
Rolesville, NC 27571
Home Phone (919) 423-4506
seahawkalum@yahoo.com

EMPLOYMENT

2013 - Present Chief Financial Officer, International Farming Corporation, Kinston, NC

Directed finance team for farmland real estate fund group over a family of private equity asset management funds owning real estate and operating companies domestically and internationally.

Responsible for all aspects of financial operations including treasury, cash management, capital structure, debt negotiations, financial analysis, budgeting, tax and compliance, operations.

Responsible for financial reporting for all entities and day to day accounting operations, including investor reporting

Led financial due diligence on acquisition of operating companies

Review firm risk and identify areas for risk mitigation

Responsible for coordinating tax and organizational structuring deals and fund entities

Responsible for the annual appraisal and valuation process of \$1.3b of farmland

Produce and coordinate the annual budgeting process

Facilitate relationships between farming operation functions from acquisitions to operations

2007 - 2013 Vice President, Financial Accounting, Credit Suisse, Raleigh, NC

Controller for North American Investment Banking (IB) and Asset Management (AM) divisions across multiple legal entities in US, Canada, and Mexico.

Maintain the financial reporting for the IB and AM division of the bank, including the consolidation of various AM funds and other special purpose entities.

Manage the external audit process, including the preparation of financial statements for both divisions, working with KPMG to complete audits of 6 legal entities annually.

Prepare and review regulatory reporting filings including FOCUS, FRY-7N, TIC-S1, and other ad hoc requests.

Participate in the new business process, including the purchase accounting review of new entities and basic financial statement review during diligence phase, including recent \$425m investment in a non-consolidated entity.

Monthly responsibilities include head office reporting, preparation of quarterly financials, reviewing journal entries, preparing and reviewing analytics, account reconciliation and signoffs, SOX controls and related testing, investigating suspense related questions and resolutions, preparation of regulatory reports and daily various follow-ups as needed.

Participate in the conversion from US GAAP to IFRS for American and Canadian entities.

2004 - 2007 Senior Associate, Deloitte & Touche, Raleigh, NC

Managed 4-6 staff people on various financial statement and compliance audit engagements ranging from small manufacturing

firms with revenues greater than \$10 million to large complex financial institutions with revenues greater than \$1 billion. Experience with Sarbanes Oxley requirements and testing as well as other regulatory compliance audits, including FDICIA, HUD, GNMA, FNMA audits.

2000-2004 Operations Manager, United Parcel Service, Wilmington, NC
Managed package operation group of 35 Teamster's Union employees as well as six supervisors. Responsible for staffing, payroll, safety and compliance training.
Worked to ensure that the operation was maintained in accordance with OSHA standards. Maintained various items on the Balanced Scorecard in order to ensure a profitable operation.

EDUCATION

University of North Carolina at Wilmington, Wilmington, NC
Masters of Science in Accounting
Bachelors of Business Administration
CPA license, North Carolina

Profile**Which Boards would you like to apply for?**

Alcoholic Beverage Control Board: Submitted

Centennial Authority: Submitted

Greater Raleigh Convention and Visitors Bureau: Submitted

Wake Technical Community College Board of Trustees: Submitted

Please select your first Board preference: *

☒ Alcoholic Beverage Control Board**Please select your second Board preference: ***

☒ Greater Raleigh Convention and Visitors Bureau**Please select your third Board preference: ***

☒ Raleigh-Durham Airport Authority**Please select your fourth Board preference: ***

☒ Wake Technical Community College Board of Trustees**Please select your fifth Board preference: ***

☒ WakeMed Hospital Board of Directors**Please select your sixth Board preference: ***

☒ None Selected

Merrie

First Name

Hedrick

Last Name

1978 Old Crawford Road

Street Address

Suite or Apt

Wake Forest

City

NC

State

27587

Postal Code

What district do you live in?

☒ District 6

Home: (919) 562-2491

Primary Phone

Mobile: (919) 810-1445

Alternate Phone

merriehedrick@hotmail.com

Email Address

home

Employer

Wife, Mother, Grandmother,
Volunteer, former Wake County
Commissioner

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☒ Yes ☐ No

In order to assure countywide representation, please indicate your place of residence:

☒ Wake Forest

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Work Experience

Volunteer Experience

Education

Comments

Thank you for considering me for an appointed position. Merrie Hedrick

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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Profile

Which Boards would you like to apply for?

Greater Raleigh Convention and Visitors Bureau: Submitted

Historic Preservation Commission: Submitted

United Arts Grants Panels: Appointed

Commission For Women: Submitted

Please select your first Board preference: *

☒ Commission for Women

Please select your second Board preference: *

☒ Greater Raleigh Convention and Visitors Bureau

Please select your third Board preference: *

☒ Historic Preservation Commission

Please select your fourth Board preference: *

☒ Council on Fitness and Health

Please select your fifth Board preference: *

☒ Economic Development Commission

Please select your sixth Board preference: *

☒ Cary Planning and Zoning Board

Lacey

First Name

Senko

Last Name

111 Braelands Dr.

Street Address

Suite or Apt

Cary

City

NC

State

27518

Postal Code

What district do you live in?

☒ District 4

Home: (919) 900-8900

Primary Phone

Home: (703) 927-7010

Alternate Phone

laceymc14@yahoo.com

Email Address

Cisco Systems

Employer

Head of Developer Marketing

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Cary

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Last year I served on the United Arts Grant Panel and had a great experience. I have lived in Cary for 10 years and want to get more involved in my local community.

Work Experience

Nearly 20 years of tech marketing, event development, PR and communications experience often being the only female in a male-dominated tech industry.

Volunteer Experience

Reading mentor, Washington DC public schools STEM mentor through Durham County Public Schools Room mother for daughter's 2nd and 3rd grade classes United Arts Grant Panel member (2017) Regular volunteer at Brown Bag Ministries and With Love from Jesus Food Bank Volunteer reader Community service at With Love from Jesus~ a food pantry in downtown Raleigh...

Education

BA from University of California Santa Cruz MBA from University of Maryland College Park

Comments

I am a full-time working mom that is passionate about all women's issues and working to make Wake County an example for NC and the entire US as a place where women have equal opportunities and supported successes. I have nearly years of marketing and branding experience. Coupling this with one of my passions is a winning combo.

[ResumeLMCS.pdf](#)

Upload a Resume

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Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

Erv Portman

If you selected "Other" above, how?

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<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Lacey Caldwell Senko

111 Braelands Dr., Cary, NC 27518 (703) 927-7010 (m), (919) 900-8900 (h)
lacey.caldwell@gmail.com

EXPERIENCE**CISCO**, *Head of Developer Marketing, current position*

- Establish and lead content, digital marketing and go-to-market strategy and planning for DevNet, Cisco's developer community
- Work with internal business units to establish cooperative marketing campaigns including Meraki and Spark
- Manage and developer Cisco DevNet "stories"—a collection of case studies to prove ROI
- Oversee and manage DevNet social channels and blogs
- Establish and lead developer event strategy and oversee internal and external event execution, including launching DevNet Create, establishing our 3rd party event strategy and making the DevNet Zone at CiscoLive! events to be the most visited area of show floor
- Develop new messaging for DevNet—appealing to developer and networking audiences.
- Work with design team to redesign DevNet portal to make it more user friendly
- Establish DevNet PR and AR strategies, oversee execution
- Partner with Cisco's Network Academy Graduates to tout the benefits of skill building and learning through DevNet
- Manage staff and worldwide marketing budget
- Serve on DevNet leadership team and responsible for business unit success
- Manage external agencies and vendors

QLIK, *Senior Director, Developer Marketing, 2016-2017*

- Establish and lead content and marketing strategy for developer marketing program
- Lead developer-focused digital, inbound, and content-led marketing campaigns resulting in awareness, engagement and revenue for Qlik. Grew open source community membership by 40% in six months.
- Launch social channels for Qlik developer program
- Establish and lead developer event strategy and oversee internal and external event execution
- Define strategy for developer program including pricing, packaging, delivery, data collection, market validation, marketing plan and execution
- Work with academic program to introduce students to Qlik software. Leading marketing campaign to students
- Led launch of Qlik Playground, a free coding environment to showcase Qlik APIs and data engine, increased community registrations by 300%
- Segment developer audience and create developer-specific messages for products and solutions.
- Content, copy and strategy owner for Qlik's open source project site, Branch
- Manage developer analyst program and case study program
- Manage staff and marketing budget of \$650K per year
- Manage external agencies

IBM, *Head of Content and Marketing, IBM developerWorks, 2014-2016*

- Created and executed inbound and outbound content-led marketing strategies and tactics to nurture developer leads, further engagement, purchase and adoption of IBM's cloud and SaaS offerings. Led effort to reach 1M software trials in 12 months
- Defined strategy for launching developer program worldwide including pricing strategy, packaging, delivery, data collection, market validation, marketing plan and execution
- Implemented marketing automation platform (SilverPop) to execute content-led marketing strategy and database overhaul to further nurture leads and profile audience
- Defined developer cohorts/personas for IBM's cloud and SaaS offerings
- Redefined content strategy and market positioning of IBM's developer portal, developerWorks. Created SEO-friendly content and to deliver target of 5 million UVs per month
- Established new content areas for IBM including Internet of Things and cognitive computing zones
- Defined and oversaw developerWorks' social media strategy resulting in growth of communities to over 150K followers worldwide
- Planned 3rd party developer event strategies and oversaw onsite execution
- Created executive communications—including internal and external communications

- Established new voice and messaging for developerWorks as a brand, established sub-brand strategy
- Defined 3rd party partnership strategy to grow audience. Oversee execution
- Managed external agencies
- Grew marketing staff from 3 to 12 in one year. Managed marketing and content staff of 18, marketing budget and ROI analysis

TM Forum Vice President, Marketing 2010-2014

- Develop, oversee and execute yearly B2B and B2C marketing, marcom, analyst relations, partnership and PR plans (using both inbound and outbound marketing techniques) for organization of nearly 1000 telecommunications and IT member companies
- Member of the Senior Leadership Team; owned marketing strategy, lead generation and responsible for revenue generation and overall organizational strategy and results
- Implemented best-in-breed marketing technology. Led implementation of Act-On Automation Platform. Led analytics approach to marketing through Google Analytics, KISS Metrics and Optimizely
- Established content-led marketing strategy resulting in highest online engagement ever
- Led event strategy for organization—including positioning, messaging, theme creation, and end-to-end marketing and lead nurture for 6 global TM Forum events and 6 yearly 3rd party events
- Establish go-to-market strategies for range of products including: data analytics, revenue management, cloud, network function virtualization, cyber security, and customer experience management. Grow new audiences including developers and sales/marketing professionals
- Develop and execute successful demand generation marketing plans using a variety of channels including: email, web, social media, telesales, direct mail, 3rd party events, paid media, speaking engagements, and partnerships Measured by NPS and integrated analytics
- Define and oversee organization's social media strategy resulting in growth of communities by over 500%
- P&L responsibility across all products including growth in active engagement, event attendance and revenue, and growth in membership numbers and revenue
- Rebranded TM Forum. Ran focus groups, completed full competitive analysis that resulted in new corporate messaging, updated look and feel and new approach to sales collateral
- Establish and oversee strategic partnerships and alliances to grow adoption of services and membership.
- Lead TM Forum's PR and AR functions and strategies--focused on positioning TM Forum as a leader in the digital world. Established yearly PR and analyst audit of organization to track thought leadership progress. Managed outside agencies
- Managed and led geographically dispersed team of 12 focused on delivering marketing campaigns to reach strategic and financial goals of the organization
- Manage yearly marketing budget

Connect2 Communications, 2008-2010

- Developed strategic marketing and communications plans for tech and telecom clients. Defined communication strategies, message development, inbound marketing, internal comms, and social media strategies, event execution, recommendations for: ad buys, direct mail, B2B marketing, trade show participation, awards and speaking opportunities and possible partnerships
- Led strategic marketing and communications team. Ensured deliverables are achieved on time and on budget. Account lead for clients totaling over half of firm's yearly revenue
- Planned and conducted market research for clients as needed. Analyzed results and made strategic recommendations
- Established and built relationships with industry and financial press and analysts
- Developed marketing collateral for clients—both digital and print
- Created and refreshed branding for clients including logo creation, message development, marketing collateral and website redesigns
- Edited and wrote press releases and blogs
- Developed new business opportunities, responded to RFPs and wrote new business proposals
- Managed \$500,000 budget and staff of 5

SmartMark Communications, 2007-2008

- Evaluated, reworked and/or develop new messaging and branding for tech and telecom clients to establish consistency between marketing and PR strategies
- Developed yearly and quarterly strategic communication plans for clients
- Developed and pitched relevant stories to industry media (IT, telecom, business and financial press.), wrote press releases

- Evaluated and recommended industry event participation and explore co-marketing opportunities for clients

Telecommunications Industry Association, 2005 – 2007

- Using the marketing mix, designed and oversaw world-wide B2B and B2C marketing and communications campaigns to strengthen conference attendance
- Established and led event brand and program development for association—resulting in an average of 40% increase in educational and networking event attendance
- Developed association-wide member-benefit program
- Led market research effort for launch of new event including SEO, new logo development and new website development
- Evaluated and oversaw international and domestic strategic partnerships
- Managed partner marketing and communications including other association relationships, third party partners, and member companies
- Created and led “education and content advisory board” of members to maintain integrity of educational content and programs
- Identified and secured well-known industry and world-wide leaders as keynote speakers
- Attended and presented at three-time yearly Board of Directors meeting, managed staff of four

TM Forum, Morristown, NJ, *Marketing Program Manager*, 2001 – 2005

TeleStrategies Inc., McLean, VA, *Senior Reporter*, 2000 - 2001

Warren Communications News, Washington D.C., *Associate Editor*, 1998 - 2000

EDUCATION

University of Maryland, R. H. Smith School of Business, College Park, MD

M.B.A., May 2005. Concentrations: Marketing and Strategy

University of California, Santa Cruz, CA, B.A., 1998. Concentration: American Studies