

Melody Iffland

Strategic Marketing • Branding & Awareness • Lead Generation

Versatile executive with distinguished career in marketing, sales, IT and financial positions for leading global enterprises and high-growth, early-stage companies. Proactive and customer-focused, with a history of achieving revenue targets via marketing programs. Analytical, creative thinker with the ability to budget, plan and execute in a fast-paced environment. Able to build consensus across multiple organizational levels. B.S. in Management.

AREAS OF EXPERTISE

- Hardware / software / technology / network security marketing & sales experience
- Strategic planning & brand positioning
- Corporate identity development
- Product positioning & use scenarios
- Sales readiness: channel training, white papers, demos, presentations, collateral & sales tools
- Global partner / channel marketing
- Marketing campaign development & lead generation activities such as direct mail & email
- Corporate event management such as trade shows, seminars, webcasts & exhibits
- PR, media & analyst relations
- Website design & SEO/SEM
- Vendor management
- Budget planning & management

PROFESSIONAL EXPERIENCE

AEP NETWORKS, Somerset, NJ

2005 – 2010

A \$20M early-stage network security hardware and software company with product development sites in US and UK, and customers ranging from SMB to large enterprise to global government.

Vice President of Solutions Development (1/2010 to 6/2010)

Business development, strategy, product marketing and management of solutions – defined as combinations of individual products, joint solutions with 3rd party products, and introducing existing products to new vertical markets.

- Developed business cases, managed and marketed solutions. Involved positioning, pricing, partners, pre-sales training, support plan, contracts, collateral and other items for go-to-market readiness.
- Global reach with a focus on expanding Asia/Pacific and Australia regions; adding US Federal and Canada Government solutions; expanding into Central Europe.
- Q1'10 revenues grew 80% over Q1'09 to \$8.4M largely due to solutions (SecComm Personal and DNSSEC); extensive backlog and pipeline left company positioned to grow revenue in 2010 approximately 40% over 2009 (to \$28M).

Vice President of Marketing (12/2005 to 12/2009)

Lead and manage strategic direction, creative development and execution of marketing initiatives for six product lines. Devise growth strategies to propel and elevate global revenues. Manage in-house creative staff and outside agencies.

- Company revenues increased 106% during my tenure (to \$20.5M in 2009); received incentive awards based on achievement of revenue and EBITDA objectives; Q1'09 recognized as best quarter in company history to date.
- Established corporate branding post-merger, created strategic marketing plan, and began immediate execution of coordinated programs leading to increased interest from the press and analyst communities; company was awarded as having the Best Security Solution for Government at the SC Magazine Awards 2007.
- Created highly successful tradeshow appearance at Infosecurity Europe (show that draws 12,000+ attendees) and registered 37% more highly qualified leads versus the previous year.
- Optimized website (SEO/SEM) to elevate awareness of newly launched products and “undermarketed/undersold” existing products.
- Tripled webcast participation rates by launching a campaign directed towards companies required to demonstrate PCI DSS compliance.

PROFESSIONAL EXPERIENCE (CONTINUED)**LUMETA CORPORATION**, Somerset, NJ2002-2005

An early-stage, venture-backed network security hardware, software and services company with government and large enterprise customers.

Director of Marketing

Executive management of product marketing, channel marketing, and corporate communications. Delivered effective campaigns and sales support material. Created new product brand. Managed press and analyst relations.

- Launched IPsonar software product, generating approximately \$1M in sales in just 6 months after product introduction (66% of total revenue for the year). Total company revenues increased from ~\$2M to ~\$8M during my tenure.
- Successfully developed and executed field marketing initiatives to transform the company from a service business into a licensed enterprise software concern.
- Identified as a major contributor by being awarded a star performance award and several key contributor incentives.

FLARION TECHNOLOGIES, Bedminster, NJ2001-2002

A next-generation wireless technology company; has since been acquired by Qualcomm in a \$600+ million deal.

Senior Marketing Manager

Structured and devised product demonstrations for wireless carrier prospects. Designed all collateral and sales tools. Project managed design of product GUI and product packaging.

- Directed marketing launch for Asia-Pacific operations, which led to network trials with three Korean mobile operators (SK Telecom, Korea Telecom, and Hanaro Telecom).
- Demonstrated wireless network solution to CEO/CFO/CTO executives of major wireless operators in North America, Europe and Asia, such as Cingular Wireless, Verizon Wireless, and Nextel; led to a network trial by Nextel in Washington DC's Public Safety Network.
- Managed press and analyst relations; achieved quality coverage including Red Herring cover story ("Wireless Wonderboys" - October 2002).

AXS-ONE, Rutherford, NJ2000-2001

A \$12M provider of e-Business financial and information management software solutions for global 2000 companies.

Business Consultant

Major account sales support (pre-sales) of Computron Enterprise Financials

- Provided application and technical knowledge during the sales cycle; prepared and delivered presentations and product demonstrations.
- Cultivated client relationships across a broad range of industries, including America Online (AOL).

NCR CORPORATION, Various Location, NJ/NY1989-2000

A Fortune 500 global technology company offering hardware, software and services solution portfolios for key industries.

Industry Marketing Manager (4/2000 to 10/2000)

Developed worldwide marketing programs for the Communications industry solution portfolio, which included Customer Relationship Management and Business Intelligence software; programs included demonstrations, business scenarios, value-add messaging, technical documentation, collateral, direct marketing, advertising, seminars, webcasts, website.

- Shortened the sales cycle by approximately 35% for company's CRM and BI solutions by working closely with the sales team, product managers and customers to appropriately position the solutions to solve the customers' business problems.

Technical Solutions Consultant (9/1998 to 3/2000)

Technical Global Sales Support (pre-sales) for CRM and BI solutions in the communications, insurance, and airline industries.

- Executive customer presentations throughout North America, Latin America and Europe for customers such as France Télécom, TELUS Mobility, and Delta Air Lines.

Data Warehousing Sales Consultant (6/1997 to 8/1998)

Billable enterprise data warehousing (Teradata) pre-sales consultant for AT&T and Lucent accounts.

PROFESSIONAL EXPERIENCE (CONTINUED)

Career Note: Additional experience as **Information Systems Technology & Education Consultant** (9/1994 to 5/1997), **Associate District Manager & Order Realization Consultant** (6/1993 to 8/1994), and **Financial Planning Analyst** (6/1989 to 5/1993) for NCR Corporation.

SKILLS

Expert in Microsoft Office Suite.
Working knowledge of Adobe InDesign, Photoshop, Dreamweaver; HTML; Digidesign Pro Tools.

EDUCATION

Rensselaer Polytechnic Institute – Troy NY – B.S. in Management
Accounting concentration; Economics minor