

Proven experience building mission-driven brands and driving revenue growth for start-ups and high growth companies. Skilled at creating impactful messaging, brand narratives and creative yet productive strategies that create dramatic awareness and make disruptive ideas and products relatable and meaningful. Passionate leader, builder of A teams. Devoted to staying close to the customer and teaming across the organization for predictable growth. Large network of tech influencers, media, and VCs.

**Key strengths and expertise:**

- Communications Strategy
- Messaging: Company and Product
- Sales Enablement
- PR and Media Relations
- Content Marketing
- Product Launches
- Brand Strategy
- Digital Media
- Lead Generation

**Experience**

**COGNOA, INC.** • Palo Alto, CA • Dec 2017 – Present

*AI-based pediatric behavioral healthcare company improving access to earlier interventions for children*

**MARKETING CONSULTANT / CONTRACTOR – COMMUNICATIONS STRATEGIST**

- Revamped company and product messaging and positioning within clinical and enterprise markets: leadership positioning and media coverage helped influence FDA to grant Breakthrough Device designations for two lead products
- Directly manage most strategic customer, SAP, nurturing relationship to become a key reference customer. Secured two case study speaking opportunities at major HR enterprise conferences.
- Manage PR strategy and execution, securing dozens of articles in target media including TechCrunch, Forbes, Fast Company
- Develop B2B2C sales enablement and end-user engagement tools and programs (white papers, video, sales decks, datasheets)

**SEBATICAL “OLIVER”** • Palo Alto, CA; Miami, FL; Vienna, Austria; London, UK; Barcelona, ES; New York, NY • 2015 - 2017



**THERMO FISHER SCIENTIFIC** • San Francisco, CA • Sep 2013 – Nov 2014

*Fortune 200 life sciences and biotech global leader; next-generation DNA sequencing technology division*

**ASSOCIATE DIRECTOR OF MARKETING**

Responsible for communications strategies, content and PR for highest growth product lines. Launched new digital channels and established content marketing as a new discipline for the Global Genetic Sciences Division. Built and led team of 5.

**Key Accomplishments:**

- Ideated, launched and managed content of high-volume blog and online video programming; delivered 1M unique views in first month, 3x length of stay over all other web properties, exceeding expectations in subscriptions and engagement
- Revamped online customer community (12,000+ global members) to realign content and engagement activities with marketing goals
- Established processes, KPIs and trained cross-functional global teams on social media and content marketing

**ENLIGHTENED, INC. • Sunnyvale, CA • 2012 - 2013***Internet of Things (IoT) solutions for optimizing energy and space usage in commercial buildings***VICE PRESIDENT OF MARKETING**

Created broad and target market awareness and demand of its SaaS + high-tech sensor unit platform.

**Key Accomplishments:**

- Produced 1200% increase in leads through partner communication strategies, events and content marketing including blogs, social media, op-eds, and sales enablement tools (pitch decks, case studies, digital ROI calculators)
- Built strong brand recognition by securing positive coverage in top-tier media including *Fortune*, *MIT Review*, *Fast Company*; secured four company awards

**SERIOUS ENERGY, INC. (formerly SERIOUS MATERIALS, INC.) • Sunnyvale, CA • 2008 - 2012***Clean tech innovator increasing value of buildings for owners and occupants with high-tech products and SaaS***VICE PRESIDENT OF MARKETING**

Responsible for marketing and communications across all channels. Established company as one of the highest profile brands in sustainability and green buildings. Scaled and managed team of 6 FTEs and freelancers.

**Key Accomplishments:**

- Produced 25x in new pipeline growth and 80% in new business in first 18 months via B2B and B2B2C channels
- PR and digital story-telling engaged target policy-makers; cultivated relationships that led to multiple high-profile events and press conferences with President Obama, Vice President Biden, Governor Schwarzenegger, amongst other policy makers
- Collaborated with exec team to secure over \$60M in venture funding – in a down economy
- Secured feature cover story of *Inc. Magazine* with CEO named “Entrepreneur of the Year”
- Secured 100s of articles in outlets as varied as *TIME*, *Discovery Channel*, *The Economist* and *Journal of Building Engineers*
- Wrote submissions for and won a dozen plus company awards including prestigious *World Economic Forum Technology Pioneer* and *The Wall Street Journal’s Technology Innovation Award*
- Evolved positioning through periods of high growth (six acquisitions); revamped and revived brand through name change
- Launched 20+ products and SaaS division
- Drove relationships and partners programs with NRDC, Rocky Mountain Institute, Lawrence Berkeley National Laboratories, others, establishing credibility and policy influence
- Continually built social media program including award-winning blog and Twitter feed to achieve a 79+ klout score (only 2% of companies had score >60), consistently boosting traffic and conversion rates of landing pages by 20%-30%
- Created museum-quality, multi-media briefing center in the Empire State Building to showcase its energy retrofit for sales, VIP and media briefings; managed partnerships with building owner and top brands in commercial real estate

**THE CONVERSATION GROUP • San Francisco, CA • 2007 - 2008***Communications, digital and social media marketing consultancy***PARTNER AND ACCOUNT DIRECTOR**

Responsible for key client relationships. project management and driving new business opportunities.

**Key Accomplishments:**

- City of Chicago Olympic Host City Bid: managed execution of multi-media, grassroots community campaign explaining “Why Chicago”, culminating in high-profile event with participation of local celebrities, Oprah, Michael Phelps, Mayor Daley
- SAP: created best practices curriculum for integration of social media and online story-telling into traditional programs

**PODTECH NETWORK • Palo Alto, CA • 2006 - 2007***Digital media company for tech podcast, video publishers, and brand sponsors***DIRECTOR OF MARKETING**

Developed integrated offerings (branded content, social media, events, influencer communications) for Fortune 500 sponsors to monetize PodTech’s tech editorial.

**Key Accomplishments:**

- Generated \$3M revenue by designing, pitching and managing integrated digital content and events programs for Seagate, HP, AMD, Microsoft in collaboration with editorial and production teams
- Created and executed an online-offline event series, a 24/7 co-working space for tech influencers (“the Web 2.0 Press Room”) pinned onto marquee events (CES and SXSW) that proved to be highest grossing revenue drivers for PodTech

**COMMUNICATIONS CONSULTANT • Palo Alto, CA • 2004 - 2006**

Communications strategies, messaging creation, PR and events for media companies and early-stage non-profits funded by the Draper Richards Foundation (Upwardly Global, Global Heritage Fund, Room to Read).

**Project Highlights:**

- Draper Richards Foundation: created key messaging, press releases, and pitched target mainstream and trade media resulting in dozens of media placements
- AlwaysOn Network: produced multi-day conference for digital media start-ups attracting 1200+ attendees, 150+ press, 15 sponsors resulting in 40% profit margin; recruited luminary speakers, VCs, created sponsorship programs
- DealMaker Media: ideated, launched, authored blog targeting venture capitalists, start-up CEOs, tech journalists; covered by WSJ within 2 months of launch; recruited speakers; programmed and managed workshops and start-up pitch sessions

**BIZWORLD FOUNDATION • Palo Alto, CA • 2002 - 2004**

*Global development organization delivering entrepreneurship education programs to children*

**DIRECTOR OF COMMUNICATIONS AND MARKETING**

Founded by venture capitalist Tim Draper, launched org, diversified funding streams, increased program adoption by 30% YOY.

**Key Accomplishments:**

- Increased contributions by 60% by creating sponsorship programs for private sector partners
- Activated communities of parent and corporate volunteers with event-based programs that resulted in 20+ district-wide curriculum adoption across 4 states
- Launched international operations in Singapore, secured government endorsement, hired team, led PR and event programs that activated 800+ educators, donors, corporate partners and volunteers

*Additional experience as Account Manager at high-tech marketing agency **Bravol Marketing**,  
and Project Coordinator at **United Nations Industrial Development Organization** in Vienna, Austria.*

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**Languages**

Native English. Fluent German. Rusty French. Beginner Spanish.

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**Education & Training****Bachelor of Arts in Marketing**

HAWAII PACIFIC UNIVERSITY | Honolulu, HI | Graduated Summa Cum Laude

**Undergraduate Degree in International Tourism & Hospitality Management**

UNIVERSITY OF MODUL VIENNA | Vienna, Austria | Graduated Summa Cum Laude