

DAVID BETZ

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SENIOR MARKETING EXECUTIVE

Campaign/Program Management / Marketing Communications / Brand Positioning

Senior executive experienced in branding, product marketing, market expansion, and business development. Demonstrated talent for quickly increasing revenues and market share; building brand awareness; and promoting a company's image. Known for innovative state-of-the-art marketing campaigns. Diversified experience in technology, healthcare, and consumer markets. Innovative communicator and project/program manager, with a track record of achieving desired results.

- Product & Brand Strategy
- Direct-to-Patient Marketing
- Brand Launch
- Lead Generation
- B2B & B2C Marketing
- e-Marketing Strategy
- Advertising / Promotions
- Public Relations
- Leadership

Delivered the strategies and tactical development plans that drove millions of dollars in revenue and profit growth.

CAREER PROGRESSION

FLUKE INC., Everett, WA

2006 - Present

Testing equipment manufacturer for biomedical, industrial, and network applications.

Marketing Communications Manager

Lead two-member team in strategic use of branding and marketing strategies to ensure consistent message delivery.

- Contributed to worldwide sale of 15,000+ testing devices by developing marketing campaign to tap into 10 Gig data center market.
- Doubled number of sales leads within four weeks by introducing new software feature through online marketing campaign.

PHONAK LLC, Naperville, IL

2005

The Phonak Group, a \$600 million niche manufacturer, specializes in the design, development, production, and worldwide distribution of technologically advanced wireless and hearing systems under multiple brands.

Product Manager

Contracted to expand market share into economy-class market for high-end hearing aid manufacturer.

- Developed launch program consisting of direct-mail marketing and introductory offers for economy-priced hearing aid with business class features. Sold 2,000 units to 100 accounts during three-month pre-launch, generating \$726,000 in revenue and ensuring fast start to attainment of \$8 million annual revenue goal.

CYBERONICS, Houston, TX

2003 – 2004

\$100 million medical device manufacturer (neurostimulator for epilepsy).

Senior Product Manager

Managed lifecycle, physician, and direct-to-patient marketing programs.

- Authored integrated direct-to-patient marketing campaign that generated more than 470 implants and \$8 million in incremental revenue annually. Promoted Vagus Nerve Stimulator (VNS) Therapy device with direct mail, viral marketing, VNS Therapy branded website, patient events, and grass roots public relations.
- Increased annual revenues \$900,000 by enhancing overall usability of company's difficult-to-navigate website by leading a cross-functional team and outside vendor in redesign and new branding initiative including a new patient education area and lead generation program.
- Created new cost-effective lead generating program to reach small target audience using WebMD.com. Developed VNS Therapy Resource Center to reach 900,000 drug-resistant patients with VNS Therapy message. Generated \$450,000 from 2,600+ leads and 30 implants in first 2.5 quarters of operation.
- Executed a pharmacy direct-response ad program to precisely target a difficult-to-reach market. Attached the VNS Therapy message to prescription refills of epilepsy patients. Program averaged \$960,000 from 64 implants annually.

CAREER PROGRESSION (Continued)**COMPAQ COMPUTER/HEWLETT PACKARD**, Houston, TX

1997 – 2002

*\$80 billion worldwide manufacturer and distributor of computer hardware, printers, peripherals, software, and business enterprise solutions.***Marketing Program Manager**, 2001 – 2002**Network Storage Solutions Division**

Promoted to create and manage global marketing programs for \$9 billion worldwide network storage solutions division.

- Improved worldwide incremental revenues \$120 million by leading cross-functional team in development of “keep it simple” marketing campaign to de-mystify storage area networks. Incorporated e-Marketing tools, direct mail, success stories, and white papers with reseller kits. Achieved three-point market share increase and 88% unaided brand awareness rating from *InfoWorld* magazine.
- Directed campaign that catapulted \$9 billion division from 8th to 5th in storage software sales by increasing revenues \$100 million. Led development of customer education program focused on e-Marketing tools and innovative interactive video CD-ROM targeted to both technical and business audiences. Recognized as one of the most successful selling tools; CD became integral part of sales training program.

Integrated Marketing Program Manager, 1997 – 2001**North American Enterprise Solutions & Services Group**

Recruited to develop integrated marketing plans for \$7 billion division providing enterprise solutions to Fortune 500 companies in North America.

- Achieved \$25 million in sales in first six months of program by identifying new and untapped e-Commerce market for web servers and services for small businesses wanting an e-Commerce storefront. Launched web-based “Club Web” to link prospects to resellers, software partners, and ISPs. Created new revenue stream by capitalizing on new exploding business segment.

CLINTEC, Deerfield, IL

1989 – 1996

*Manufacturer of I.V. solutions and automated compounding equipment sold to hospital pharmacies and nutritional supplements sold to hospitals, homecare, and consumers.***Baxter Healthcare/Nestle S.A. Joint Venture in Clinical Nutrition****Marketing Services Manager**, 1991 – 1996

Reported directly to VP Marketing with overall accountability for marketing services. Designed all advertising, sales promotions, market research, events, public relations, and specialty market programs for \$400 million international joint venture. Managed \$3.8 million budget and staff of three.

- Innovated corporate identity and branding campaign that contributed significantly to achieving #2 industry position while increasing sales more than \$300 million. Produced international market campaign encompassing advertising, public relations, packaging, and all collateral materials that leveraged qualities of existing brands to promote joint venture.

Marketing Communications Manager, 1989 – 1991

Designed, developed, and managed marketing communications programs, trade shows, company newsletters, and collateral literature. Reported to Manager of Marketing Services and managed budgets of \$400,000.

PREVIOUS EXPERIENCE

Increasingly responsible advertising and marketing positions for trade association, promotion agency, market research, medical products, and consumer durables. Companies include Dow Corning Medical and Owens Corning.

EDUCATIONMASTER OF SCIENCE, *Advertising***Northwestern University, Medill School of Journalism**, Evanston, ILBACHELOR OF ARTS, *Liberal Arts, High Honors, Phi Beta Kappa***Denison University**, Granville, OH