

# Renée T. Patton

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## PROFESSIONAL EXPERTISE:

<p><b>Business Development</b></p> <ul style="list-style-type: none"> <li>Channel program introduction</li> <li>Alliance Management</li> </ul>	<ul style="list-style-type: none"> <li>Negotiated contracts, managed relationships, structured all processes and pricing models and developed and implemented suite of channel marketing programs to support five high-value partners for a small messaging start-up company.</li> <li>Managed strategic alliances with OEM business partners for a large telecommunications company to drive sales for products through direct, catalog and Internet channels, resulting in a 33% increase in revenue in the first year.</li> </ul>
<p><b>Change Management</b></p> <ul style="list-style-type: none"> <li>Executive-level business assessment</li> <li>Goal-oriented plan creation and execution</li> </ul>	<ul style="list-style-type: none"> <li>Worked with a Fortune 100 company's executive team to evaluate Public Sector business, identify strategic opportunities and provide recommendations to affect change. Assisted in structuring a new Program Management Office (PMO) designed to support \$2.6B in annual sales. Developed a new sales portal, implemented a call center and promoted the PMO to all internal audiences.</li> <li>Created strategy to turn services business into profit center that returned \$6M at a cost of \$200K per year.</li> <li>Worked with a media storage start-up company to identify changes needed to grow business. Created and executed on strategic and tactical plans to analyze each functional area to determine highest-priority activities required to drive revenue and decrease cost.</li> </ul>
<p><b>Marketing and Sales Programs</b></p> <ul style="list-style-type: none"> <li>In depth vertical knowledge</li> <li>Program and materials creation</li> <li>Project and People Management</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for entire range of marketing programs to the North American Education and Public Sector marketplaces for a Fortune 50 company.</li> <li>Created complete portfolio of marketing programs and materials, including brochures, datasheets, rebates, marketing consulting services and customer training for a web hosting start-up company. Marketing activities led to acquisition of 80 new customers within six months at a cost of \$60K.</li> <li>Developed, implemented and managed sales and marketing programs for a Fortune 100 company that returned over \$150M in revenue in three years at a cost of \$300K. Identified and managed the resources needed and created the processes to roll out new programs and promotions that spanned targeted telemarketing campaigns, innovative incentive programs and new customer catalogs for a whole range of products and services.</li> </ul>
<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>Audience Analysis</li> <li>Product and Market Positioning</li> <li>Comprehensive Communications Plans</li> <li>Executive coaching</li> <li>Public Speaking</li> </ul>	<ul style="list-style-type: none"> <li>Worked with small, start-up companies as well as large Fortune 100 companies to develop comprehensive communications plans for major programs and initiatives. Analyzed all key audiences, developed messaging and value propositions for each and identified most effective communications vehicles.</li> <li>Developed and managed newsletters, online broadcasts, web postings, offers and promotions and curriculum for marketing process workshops.</li> <li>Provided high level of consulting expertise to key stakeholders, ensuring understanding of key initiative elements.</li> <li>Provided thought-leadership briefings to K-12 and Higher Education customers on the state of education, trends and opportunities to use technology to transform student life.</li> </ul>

### PROFESSIONAL EXPERIENCE:

**M SQUARED INC./CISCO SYSTEMS, INC.** **2004 to Present**  
**Senior Consultant**

Advise Cisco sales force on best routes to success in public sector market.

**C2M CONSULTING/SIEMENS/MMDESIGN** **2001 to Present**  
**Principal**

Professional marketing consultant, enabling start-up and established companies to increase revenue and decrease cost through focused sales and marketing initiatives.

**ENSIM CORPORATION** **2000 to 2001**  
**Director, Marketing**

Managed global outbound marketing strategy for hosting automation software start-up company and team of marketing managers responsible for lead generation, sales tool and collateral creation, and marketing deployment programs. Drove awareness and recognition through tradeshow, advertising, direct marketing, lead generation programs, and branding activities.

**METASOUND SYSTEMS, INC.** **1999 to 2000**  
**Director, Strategic Alliances**

Developed and managed partnerships with key telecommunications equipment companies and service providers for Internet-enabled, B2B digital audio-marketing start-up company. Developed strategy to drive channel revenue and wrote strategic business plans and company positioning and messages; presented company vision and strategy to venture capital groups to secure funding.

**SIEMENS I&C NETWORKS, INC., Santa Clara, CA** **1998 to 1999**  
**Manager, Siemens Strategic Marketing & Marketing Programs and Services**

Responsible for company marketing plan, programs, global coordination, and marketing support for TOP 100 fortune accounts, distributors, and professional and consulting services organizations. Served as key interface with Munich marketing management to produce global statements of direction and related marketing materials.

**SIEMENS BUSINESS COMMUNICATION SYSTEMS, INC., Santa Clara, CA** **1996 to 1998**  
**Manager, MAC Marketing Programs & Peripheral Markets**

Managed team of marketing managers who developed programs and promotions for field and customers. Responsible for strategy to grow \$150M installed-base business.

**SIEMENS BUSINESS COMMUNICATION SYSTEMS, INC., Santa Clara, CA** **1995 to 1996**  
**Program Manager, MAC Marketing Programs**

**Board Trustee**

LOS GATOS-SARATOGA HIGH SCHOOL DISTRICT, Los Gatos, CA 1992 to 1996

**Business Manager**

LONICH & PATTON, San Jose, CA 1993 to 1995

**High School Teacher**

ST. FRANCIS HIGH SCHOOL, Mt. View, CA 1988 to 1992

### EDUCATION:

**STANFORD UNIVERSITY, Stanford, CA**

MA in Education, 1989; CA Single Subject Teaching Credentials in English and French

**SANTA CLARA UNIVERSITY, Santa Clara, CA**

BA in English, writing emphasis, minor in French, 1986; Graduate Cum Laude

### AWARDS AND DISTINCTIONS:

Siemens top + Award for Most Innovative Business Solution

Siemens Circle of Excellence for top 5% performers

Siemens Leadership Management and Development School

Santa Clara University ROTC – Veterans of Foreign Wars Award for Exceptional Performance