

Kevin J. Murray

Objective:

To find a senior level position where I can use my twenty years of communications and marketing experience to plan, position, and cost-effectively promote organizations, products or services.

October, 2003
to July, 2009

Applied Voice & Speech Technologies *Marketing Director:*

Applied Voice & Speech Technologies (AVST) is a leading developer of Unified Communications (UC) solutions founded in October 2003 through the combination of two companies: Sound Advantage and Applied Voice Technologies. Personally launched the new company into the market place with the Vice President of Marketing. Responsible for marketing plan creation, demand generation programs, sales collateral creation, content for website, marketing programs with major reseller partners, including Verizon Business and Qwest, and overall management of company's marketing budget. Worked with PR agency with press release creation and analyst / media relationships. Performed these activities typically with a staff of two to four employees.

Accomplishments include:

- In 2008, \$1 million marketing budget resulted in \$4.7 million in sales and increased the number of leads to over 17,000 qualified UC prospects.
- In 2009, increased sales pipeline (forecasted sales) despite reducing marketing budget by 65%.
- Created and managed marketing campaigns targeting Qwest and Verizon Business customers for upgrade to newer products, resulting in millions of dollars in revenue.
- Launched Web 2.0 initiative targeting AVST customers. The solution included user forums, blogs and webinars,

July, 2002
to October, 2003

Self Employed

Worked with founder of Metrics Corporation to create the business and marketing plan used to fund the company in June 2003. Metrics developed and marketed innovative business analytics software targeted at hospitals.

Created company called Surf City PC Doctor that repaired Windows based PCs for home computer users in the Huntington Beach area. Built up clientele of 50 customers.

November, 2001
to July, 2002

Blue Pumpkin Software *Marketing Consultant:*

Blue Pumpkin is provider of workforce management solutions for customer contact centers. Brought on as a consultant to launch the company's new workforce management solution. Responsibilities included creating the marketing plan and marketing requirements documents, managing the product launch, partner programs, channel programs, sales collateral, and defining pricing and product positioning. Launched new product on time and under budget.

January, 2001
to July, 2001

NQL *Senior Product Marketing Manager:*

NQL develops and markets a programming language, components and web services to allow rapid creation of content management solutions. Responsibilities included creating the marketing plan and marketing requirements documents, managing product launches, partner programs, channel programs, trade shows, sales collateral, print advertising and

defining pricing and product positioning. Saved the company thousands of dollars by eliminating an outside ad agency by completing work in house and with outside graphic artists. Personally expanded sales distribution to include resellers targeting developers. Initiated and managed NQL's relationship with Microsoft resulting in NQL participation in Microsoft product launches.

March, 2000 to
December, 2000

Hiho Technologies *Product Marketing Director:*

Hiho combined the Internet, telephone networks and wireless devices to deliver its workforce management services of employee forecasting, scheduling, time & task tracking, payroll processing and performance monitoring to its customers. In recognition of being a leading edge pre-IPO startup, Hiho was selected to participate in Red Herring's NDA 2000 event. Responsibilities include product definition, setting development priorities, positioning, pricing, competitive analysis, and creation of marketing collaterals, presentations and sales video.

February, 1999
to March, 2000

Miro Displays *Director, Product Marketing:*

Miro acquired the Radius brand of displays and re-launched the brand after a twelve-month absence in the market. Responsibilities included product definition, press relations, print / web advertising, channel partner programs, direct mail, sales collateral and web site for all display products. Managed re-launch of Radius brand of monitors and flat panels into distribution and retail channels, including Best Buy, Fry's and Micro Center.

May, 1998 to
February, 1999

TouchStone Software *Director, Product Marketing:*

TouchStone is a leading supplier of diagnostic software for the PC. Responsibilities included product definition, press relations, advertising, channel partner programs, OEM bundles, direct mail, sales collateral and web site for all TouchStone products. Managed the launch of the company's leading product, CheckIt, resulting in awards from PC/Computing and Windows Magazine. Responsible for a staff of five.

June, 1988 to
April, 1998

AST Computer *Marketing Product Manager:*

Responsible for product planning activities for various AST personal computer products, including servers, notebooks, peripherals, consumer and business desktops. Product responsibilities included business plan creation, strategic direction, product definition, OEM customer management and setting worldwide volume/margins targets. Also responsible for brand management of assigned products in the Americas region, which include product launch definition, collateral creation, channel programs, press relations, advertising, pricing and forecasting. Performed these activities typically with a staff of four.

September, 1981
to June, 1988

Genisco Computers *Manager, Application Engineering:*

Responsible for worldwide technical pre-sales support, post-sales support and user training for computer graphic products, including a staff of Application Engineers.

June, 1980 to
September, 1981

Burroughs Corporation *System Representative:*

Small Business Systems - Provided technical training, pre-sales and post-sales support for accounting applications bundled with Burrough's mini-computer systems.

Education

University of California, Irvine

Bachelor of Science degree in Computer Science, Cum Laude 1980

Bachelor of Arts degree in Economics, Cum Laude 1980