

MARK COWTAN

INSIGHTFUL MARKETING STRATEGIST AND TENACIOUS EXECUTOR

**Start up specialist with all-round marketing, technical and creative skills.
25+ years in product marketing and marcom, with 15+ years online marketing.**

- Marketing Strategy • Branding • Product launches • Lead generation
 - SaaS business models • eMarketplaces • Wireless and IoT
 - Hands-on, resourceful problem solver • Amazing results on shoestring budgets
-

RIGHTSIZE MARKETING

Principal

Marketing Agency

09/2012 – present

I run a marketing consultancy with two lines of business: Tech clients gained through my network, for whom I mostly provide content marketing and lead generation services, in some cases assuming a virtual CMO role; And B2B startups in a variety of sectors for whom I provide marketing strategy consulting and go-to-market execution to bootstrap digital marketing and drive business growth.

THINKHR

VP of Marketing

HR Answers Call Center

06/2011 – 02/2012

Rebranded this start-up as a leader in *Live HR Answers*. Deployed marketing automation tools to maximize leads and conversions, and to enable trials, referrals and online subscriptions. Established sustainable social media presence. Launched new website and branding. Project managed creation of a searchable in-house Answerbase, adding a major asset to the company valuation.

- Improved call-center efficiency 15% with Answerbase search integration and workflow.

JUNIPER NETWORKS « TRAPEZE

Director of Marketing

Enterprise Wireless LAN

02/2007 – 08/2011

Ran Trapeze Networks product marketing and marketing communications. Managed website and all digital assets. Branded Trapeze as the *NonStop Wireless* vendor. Launched a dozen products. Executed low-budget demand generation programs, driving 20K+ leads in Healthcare, Education and Enterprises.

- Saved 75% costs on corporate makeover and new branding, through global outsourcing.

PLANS AND TOURS

Founder and CEO

Virtual Tour Hosting SaaS

02/2004 – 06/2010

Invented and brought to market a rich media content management platform for real-estate virtual tours with interactive floorplans. Deployed in a SaaS model it included all the back-end workflow applications needed by photographers to run a virtual tour franchise. US Patent [7,823,068](#).

- Grew SF Bay Area to 4% share and \$350K sales in 3rd year, then sold it as a profitable franchise.

EXTREME NETWORKS « OPTRANET

Director Enterprise Marketing

Solutions Marketing Group

01/2001 – 07/2003

Initially launched Ethernet Broadband Access switches for service providers targeting MTU/MDUs, and co-developed *Ethernet Everywhere* positioning for Metro Ethernet / IP carriers. Then led Enterprise team of three to launch go-to-market strategy for Education and Healthcare; VoIP strategy and TCO model.

- Produced CFO-proof TCO model and pitched value proposition to CxOs at 25+ top accounts.

FIRST VIRTUAL COMMUNICATIONS (FVC)

Director Product Marketing

Broadband Video Networking Equipment

01/1999 – 01/2001

Managed team of four handling website, product and channel marketing. Ran aggressive channel programs for legacy ATM video conferencing equipment into Gov, Edu, Medical, while re-positioning the company to target service providers and large enterprises with a new IP video services SaaS platform.

NORTEL « BAY « CENTILLION

Solutions Marketing Manager

Enterprise Marketing Group

10/1995 – 01/1999

Messaging and content lead for Nortel's *Unified Networks* strategy, a \$5M worldwide campaign reaching 10,000 people, with measured ROI exceeding \$50M. Ran seminars targeting Education and Healthcare, and managed FVC product line. Preceded by two years **product marketing** the \$600M Centillion ATM product line. Road warrior and a lead spokesman for all L2/L3 switching solutions on panels and events.

3COM CORPORATION

Senior Product Manager

Network Adapter Division

02/1995 – 10/1995

Head-hunted to create line of Token Ring NICs. Drove technology licensing deal with Thomas Conrad.

MADGE NETWORKS, UK

Product Marketing Manager

Product Marketing / International Sales

02/1990 – 02/1995

Managed family of Token Ring NICs - the company's largest revenue contributor for two years, following three years in **International sales**, building APAC channel through a strategy of high customer touch in marquee accounts. Lived in Singapore to train local team. Third year territory revenues exceeded \$7M.

WANG LABORATORIES, UK

"PC Centre" Consultant

PC Centre of Excellence

09/1988 – 02/1990

EBC product briefs, demos. Trained channel on PC and LANs. Fee-based consulting. RFP responses.

PC Systems Consultant

LESLIE & GODWIN, UK

09/1986 – 09/1988

LAN Systems Analyst

WYETH LABORATORIES, UK

01/1986 – 09/1986

Analyst / Programmer

SMITHKLINE BEECHAM, UK

09/1983 – 01/1986

BSc (Hons) Psychology

UNIVERSITY OF HULL, UK

09/1980 – 07/1983