

Experience List for BigPond Marketing

Responsibilities

<i>Company and product focus</i>		Interim Management	Marketing Plans	Branding Strategy	Competitive Analysis	Project Management	Product Launches	Lead Gen/Marcom Programs	Identity Development	Market Assessment/Analysis
Software										
Xerox Corporation	web-based document management	●	●			●	●	●		
Inxight Software	text analysis and visualization solution	●		●		●	●	●		●
Adobe	digital media and marketing software					○				
ITM Software	IT business management software				○					○
Software as a Service (SaaS)										
SpringCM	on-demand document management						○			○
Accerra Corporation	on-line communications portal	●	●					●	●	
Hardware										
Hewlett Packard	LXr - rack based NT server					●	●			
Synplicity	design automation solutions			●						
Infrastructure										
LogicTier	e-business operations outsourcing		○	○						
Precise Software	application performance monitoring				○					○
netRequisite	high volume transaction processing	●	●	●			●	●	●	
GTE Internetworking	Internet backbone				●					●
Juniper Networks	network infrastructure solutions					○				
CITTIO Inc.	network and systems monitoring solution	○	○			○		○		○
Life Sciences/ Healthcare										
Kaiser Permanente	integrated healthcare provider		■			■		■		
Internet										
ThirdVoice	plugin for posting notes to websites			○	○					
eTown	consumer electronics reviews & sales				●					
Alventive	web-based product design collaboration						●			
Telecom & Wireless										
Cellular One	mobile phone provider	●				●	●	●		
Blue Wireless	voice portal technology developer			●				●		
Semiconductor										
Ikanos Communications	silicon for interactive broadband	●							●	
Silicon Graphics (MIPS)	semiconductor processor design	●	●			●	●	●		
Services										
CFOs2Go	interim CFO services	○				○		○		
Deloitte Consulting	management consulting			○	○					
Consumer										
Closet Dimensions	custom storage company		●	●			●	●	●	
EZShield	identity theft protection and management			■		■		■	■	■
Swift Optics	sport and scientific optics	●	●	●	●		●	●	●	
Travel and Hospitality										
Oaks at Ojai	fitness and spa resort			●					●	
Radisson	international hotel chain			○						○

Legend

○ subconsultant on team

● solo consultant

■ permanent employee