



bill.mello@AiRANACULUS.com

EDUCATION

- **Ph.D. Neuroscience**
University of Rochester
- **B.S. Psychology**
Georgetown University

HONORS

- Earned multiple marketing awards for new product introductions
- Received engineering award for market sizing/product forecasting system
- Published *EE Times* article on network processors
- Co-authored original research articles in leading journals

AREAS OF EXPERTISE

Extensive experience developing and executing strategic and tactical marketing campaigns for emerging and established technology businesses. Management of product marketing, partner marketing and marketing communications teams to identify opportunities, generate demand and increase revenue.

- **Assessing Markets**
 - Developed go-to-market positioning and strategy for early stage company
 - Developed first corporate-wide market forecasting tool
- Created member survey and built business plan for medical device organization

- **Launching Products**
 - Grew new product line from market entry to \$300M
 - Successfully led cross-organizational initiative to drive adoption of new product architecture
 - Earned multiple awards for introductions of new products
- **Building Awareness**
 - Established leadership image in emerging market through aggressive analyst engagement
 - Generated coverage in >100 trade publications for launch of new generation of products
 - Tripled web traffic and reached new prospects through search engine marketing program
- **Developing Partners**
 - Increased qualified tradeshow leads by 25% through co-marketing with technology partners
 - Created annual partner conference consistently rated 4.6+ out of possible 5.0 by attendees
 - Doubled monthly revenue by creating partner certification program
- **Generating Revenue**
 - Generated \$25M of incremental business through creative sales campaign
 - Penetrated new customers through trade-in program for competitors' products
 - Developed and implemented demand creation program rated by partners as company's best

WORK EXPERIENCE

- Technology Marketing Consultant—Principal
- Director of Americas Marketing--Allot Communications
- Technology Marketing Manager--Intel Corporation
- Product, Partner and Marcom Management roles--Compaq Computer Corporation