

# KIMBERLY WILLIAMS

---

## SENIOR MARKETING EXECUTIVE

### Marketing Strategy | Customer Engagement & Advocacy | Sales Acceleration & Impact

Innovative, energetic senior marketing executive who successfully leads top performing teams through creation of customer reference, community and advocacy programs that significantly influence revenue and shorten the sales cycle. Possesses over 20 years of marketing experience in the high-tech industry. Excels in developing impactful marketing programs that play a key role in explosive sales growth. Develops programs that utilize the power of customer advocacy to influence brand awareness, pipeline growth and customer loyalty. Proves value to company through a focus on metrics which highlight bottom line impact, create sales momentum and secure executive support. Strengths include:

- Strategic Planning
- Online Communities
- Budgeting/Accountability
- Social Media Strategy
- Customer Advisory Boards
- Alliance Marketing
- Demand Generation
- Marketing Communications
- Executive Programs
- Staff Training & Development
- Marketing Program Management
- Customer Recognition Programs
- Vertical Market Segmentation
- Content Development/Library
- Customer Satisfaction and Loyalty

---

## PROFESSIONAL MARKETING EXPERIENCE & ACHIEVEMENTS

### **TECH SYSTEMS** (City, FL) - 1998 - 2016

*Global market leader in cloud, networking, mobility management and virtualization technologies. Company grew from \$124M and 300 employees to \$3B+ and 9,500+ employees during tenure.*

### **Senior Director, Community & Customer Marketing, 2013 – 2016**

Spearheaded strategic development and implementation for increased engagement with existing Tech Systems customers through a structured, global approach. Provided leadership to 10-person team who strategically developed a loyal, supportive community of customer champions and industry influencers. Accelerated sales pipeline, enhanced marketing initiatives, and increased revenues through creation of compelling customer videos and other content.

- Provided 2,000 customer references to sales teams, which influenced \$500M+ in 2015 revenue
- Championed development of new Tech Systems User Group Community (TSUGC) in 2015; grown to over 7,500 members (adding 100+ members/week), 35 user and special interest groups in first six months
- Conceptualized and implemented extensive content library housing over 600 assets (case studies, slides, videos, montages), and 700 customer references, which sales team customized for each prospect
- Advised and directed the management of Tech Systems Technology Professionals (TSTP) community, a program for 50 external, highly technical Tech Systems experts who influence Tech Systems product development and garner extensive exposure via social media (88,000+ Twitter followers), speaking engagements and community involvement
- Created best-in-class user group community, which was featured in *Information Week* article, "User Groups Matter to Vendors: Here's Why"
- Earned Sirius Decisions' 2015 "Program of the Year Award" in Customer Experience & Account-Based Marketing, Customer Advocacy Category
- Created Tech Systems Innovation Award, given to customers who have shown great innovation using Tech Systems technology solutions – now a coveted award by Tech Systems customers and partners, with over 30 features written about finalists
- Won "World's Best Customer Video" Award at 2014 Summit on Customer Engagement for Miami Children's Hospital video

### **Director, System Integrator Alliance Marketing, 2010 - 2013**

Developed worldwide joint marketing plans with key System Integrator (SI) and strategic technology partners. Spearheaded revenue opportunities across multiple Tech Systems product lines by collaborating with senior leadership to gain executive support while developing impactful plans with supporting implementation strategies.

- Initiated and managed successful SI Executive Strategy Sessions and CTO Tracks during Tech Systems Synergy, influencing over 90 executives from top 15 SIs
- Facilitated System Integrator Development team in attaining over \$175M in 2012 revenue – a 63% YOY increase

(Continued...)

- Developed numerous go-to-market initiatives with marquee partners (Big Co. 1, Big Co. 2, and others) which included thought leadership collateral, events, executive programs, social media and press releases

---

#### **Director, Global Customer Programs, 2001 - 2010**

Provided leadership for global customer programs department with worldwide accountability for delivering customer satisfaction, enterprise customer programs and segmented installed-base marketing. Influenced company through development of strong customer focus centered on improving loyalty, retention and customer engagement. Established Customer Advisory Boards to gain feedback on key business initiatives, resulting in more competitive corporate strategies.

- Developed program to track important metrics related to satisfaction and loyalty drivers, which helped establish an action plan leading to creation of customer service team, software licensing changes and investments in Tech Systems Knowledge Center
- Established global customer reference program to promote successful customer engagements, which enhanced Tech Systems brand with prospects and customers
- Created new annual customer award program resulting in better recognition, enhanced executive relationships and creation of high-impact customer story videos with key customers, which included Big Company, Huge Company, Massive Company
- Secured support from ten CIO/CTOs from major corporations (including Big Company, Huge Company, Massive Company) for global testimonial ad campaign, which had significant brand and sales impact

---

#### **Senior Marketing Programs Manager, 1999 - 2001**

Earned promotion to develop global marketing programs to capitalize on specific market segment opportunities. Partnered with senior management to build strategic plans and goals. Collaborated with worldwide sales, marketing teams, reseller base and customers.

- Conceptualized and implemented Tech Systems "Solutions in Education" Program for academic market, which increased worldwide revenue by 55% in one year
- Created new targeted segment tools for Call Center and Telecommunications markets, resulting in sales pipeline growth

---

#### **Product Marketing Manager, 1998 - 1999**

Developed strategy and direction of all aspects of critical North America lead generating programs including tradeshows, conferences, on-line programs and seminars. Maximized exposure and return on investment for marketing events in highly collaborative role. Led CIO programs and key conference planning and content.

---

#### **NETWORKING LEADER (City, CA) - 1996 - 1998**

*Major market player in data and voice networking systems*

#### **Manager, Customer Marketing**

Managed strategic development and execution of all customer marketing initiatives. Collaborated closely with Product Marketing, Communications and PR units to develop targeted end-user programs. Directed team efforts and managed Marketing Engineers handling events, customer meetings and field support.

- Produced award-winning CD-ROM, "Test Drive", for premier switching product
- Conceptualized and developed conference content and events for annual worldwide Sales and Reseller conferences attended by over 750+ each year

---

#### **NETWORK COMPANY (City, CA) - 1992 - 1996**

#### **Corporate Strategy Program Manager**

Promoted to marketing management role after exceptional performance in senior inside sales position.

---

### **EDUCATION/INDUSTRY CERTIFICATIONS AND TRAINING**

**BS in Business (Concentration in Marketing)** - Excellent University (City, CA)

**Tech Systems Certified Sales Professional (CCSP)** - Tech Systems Systems (City, FL)

**Alliance Management Certified (CA-AM)** - Association of Strategic Alliance Professionals (ASAP)

**Corporate Training** - Over 100 hours of training in management techniques, design thinking, managing change, customer engagement, customer satisfaction/loyalty, communicating with impact, VisualStory presentations

---

### **SOFTWARE/TECHNOLOGY SKILLS**

MS Office Suite, Salesforce.com, Workday, SAP, Ariba, TechValidate and Online Surveys, Socius, C-Space, Content Management/Web Development Software, GoToMeeting, Podio, Social Media

**- References Available Upon Request | Willing to Travel, Relocate or Work Remotely -**