

DAVID A. WEBB

Marketing Professional

More than 25 years of *marketing, corporate/market communications* and *B2B writing* experience.

CORE COMPETENCIES

- Corporate communications
- Analyst & media relations
- Demand generation
- Digital marketing
- Writing/editing
- B2B marketing
- Marketing communications
- Brand and identity management
- CMS website design and SEO

CAREER HIGHLIGHTS

- **Demand generation** – Supporting sales with increasing sales opportunities/pipelines with content marketing, use of CRM (Salesforce, Siebel) and marketing automation tools (Act-On, Eloqua, Marketo), website management (recently, SDL Tridion for skf.com), email marketing programs (Exact Target, Silverpop, Constant Contact)
- **Internet marketing** – Applying experience at building and maintaining content management systems (CMS) as websites (e.g., Joomla, SDL Tridion, Wordpress) for sales support and market communications Experienced at building and maintaining websites for businesses ranging from law firms and online service organizations to medium- and large-sized corporations. Supporting/contributing to current content marketing initiative (LinkedIn, YouTube, landing pages) for lead generation at SKF condition monitoring
- **Market awareness** – Conceived and directed strategic media relations programs that resulted in broad, positive, accurate coverage for target market credibility and measurable results. Consistently secured coverage for clients in targeted trade and business media outlets; managed annual advertising budgets with print and digital ad campaigns of up to \$500M annual budgets
- **Market research** – Applied market primary and secondary research skills to conceive and execute effective market communication strategies and tactics
- **Professional business journalist** – Six years of professional trade journalism experience in the technology sector, writing about companies in Silicon Valley and products and technologies that shaped the industries those companies targeted. Interviewed executives at scores of computing industry companies to write articles about corporate strategy, product strategy, product announcements and executive profiles. A small sample of those companies include IBM, Apple, Intel, Hewlett-Packard, Seagate Technology, Xilinx, National Semiconductor, Hitachi and Sun Microsystems.
- **Content development** – More than twenty years of elevating quality and quantity of customer-facing content with improved market messages (e.g., value propositions), product positioning, case studies, news releases, website content. Conceived and delivered sales force training tools (presentations, internal collateral) to improve message delivery and brand management world-wide

PROFESSIONAL EXPERIENCE

Communications manager

10/11 – present, SKF Machine Health, Fort Collins, CO

- Conceiving and driving worldwide communications strategies for industrial machine maintenance products/services at a \$10B company with content marketing and Internet marketing best practices
- Developing/writing content for of sales literature, customer communications (newsletters), case studies and post-sale user documentation, print and digital advertising
- Managing annual media buys to \$140k; designing and placing print and online advertisements; creating trade show booth graphics design/creation, developing and executing lead-generation and market awareness programs for several product groups
- Driving campaigns with marketing automation tools (Exact Target, Act-On), using content management system (CMS) as site segment webmaster, and performing document control major portions of customer-facing and internal SKF websites/resources

Marketing manager

06/10 – 07/11, NEON Enterprise Software/MoveOp, Austin, TX

- Managed communications for launch of a subsidiary of a 15-year-old mainframe utility software provider (MoveOp)
- Drafted and finalized all marcom content for new products (MoveOp and NEON)
- Drove lead-gen campaigns with marketing automation tools (e.g., Eloqua, Salesforce, Silverpop)
- Managed PR/analyst relations programs, drafted news releases, secured positive media coverage and inclusion in market research notes/reports from influential firms and media
- Maintained NEON.com and MoveOp.com website functionality and content (webmaster)

Owner/principal

08/08 – 06/10, Front Range Interactive, Longmont, CO

- Managed startup/capitalization phase of website design and Internet services consulting business; conceived business and marketing plans for clients
- Built several HTML- and Joomla-based websites for small local businesses ranging from professional service companies to e-commerce businesses
- Consulted small businesses on search marketing and SEO efforts and conceived Internet marketing strategies & messaging tailored to respective target markets
- Conducted AR/PR campaign for enterprise IT systems software company

Marketing writer (contract)

12/07 – 06/08, Tririga, Las Vegas, NV

- Conceived and wrote product marketing and strategy content for company collateral, website, sales presentations, news releases and other outbound marketing materials
- Created content for successful launch of TRIRIGA environmental sustainability applications
- Initiated product public relations program with media outreach and messaging plan

Director, corporate and marketing communications

06/06 – 11/07, Indicative Software, Fort Collins, CO

- Managed marketing communications, trade show exhibits and conferences, collateral development, lead-generation activity (including email marketing, search engine optimization and Google ads development/placement)
- Conceived and executed media and analyst relations plans
- Proactively generated more press and analyst report coverage for the company in six months than company had received since inception
- Conceived key market category language, which influenced future competitive positioning and message development

Industry analyst

06/05 – 05/06, The 451 Group, New York, NY

- Researched and analyzed impactful developments in the computing systems segment of the IT industry, and wrote research notes based upon findings
- Interviewed corporate executives, primarily CEOs at emerging computing systems companies, about corporate and product strategies, technologies and competitive issues
- Produced several analytical reports per given week, mostly on daily deadlines, and contributed to staff collaborations on markets and trends in annual or periodic market-level reports

Senior account manager

06/04 – 05/05, Groundfloor Media, Boulder, CO

- Managed multiple PR client accounts, provided strategic PR counsel, conducted media relations outreach, managed PR projects including press tours, announcements, product launches, crisis communications, localized and national press relations
- Conceived and drafted news releases, backgrounders, and supporting press materials; included management of editorial and speaking opportunity calendars and thought leadership campaigns

- Managed analyst relations, case study/contributed article placements and opportunities to submit bylined articles for clients
- Business development responsibilities included lead generation and sales presentations to prospective clients; responsible for technology sector clients

Communications consultant

11/01 – 05/04, WebbScapes, Longmont, CO

- Executed writing, media outreach and strategic planning projects for PR firms and technology companies
- Conceived and wrote press releases, collateral and related PR materials to support tactical PR and marketing efforts for clients
- Provided counsel for PR plans, and corporate and product messaging.

General manager, senior public relations account director

10/95 – 11/01, Hoffman Agency, Denver, CO

- Founded and managed 11-person field office in Denver for a San Jose, Calif.-based tech-sector PR firm. Opened Colorado office in 1997, built to service accounts totaling \$1.8M in annual billings by the fourth year
- Responsible for management and performance of multiple account teams, client relations, office administration and new business development
- Account work included heavy writing (press releases, backgrounders, PR plans), strategic positioning (product, technology, brand and corporate), tactical PR (pitching editors, analysts), and ongoing media relations
- Directed client press tours and press events, managing teams of up to five account team members

Manager, Corporate Communications

10/94 – 09/95, Seagate Technology, Scotts Valley, CA

- Managed corporate communications staff of five, and directed worldwide product and technology public relations programs at this \$4 billion computer disk drive company
- Worked closely with top corporate executives, including CEO, to conceive and execute awareness-building efforts for corporate and product-level initiatives

BUSINESS JOURNALIST

1988 – 1994, *Assistant Editor, Associate Editor and Senior Editor Positions at Tech Sector Trade Publications*

- Held progressively higher-level editorial positions with national tech-sector trade publications, including *Computer Systems News*, *Electronic Business Magazine*, *Digital News* and *Electronic Buyer's News*
- Conceived, wrote and edited feature and news articles on daily and weekly deadlines. Beat responsibilities ranged from coverage of venture capital, computing systems, computer storage and semiconductor production beats
- Broke major stories in the industry, such as major acquisitions, product introductions and corporate performance
- Frequently interviewed top executives at major computing industry companies, including CEOs and officers of Apple, Sun Microsystems, Hewlett-Packard, IBM and Microsoft

EDUCATION

Bachelor of Arts in Journalism, 1988 — Humboldt State University, Arcata, CA