

Dave Hurley

CHANNEL MARKETING MANAGER

Versatile team player with direct experience in NAM, EMEA and APAC delivering global programs, products and services in a wide variety of defined vertical markets from Enterprise software to consumer electronics. Hands-on ability to create, market and sell a wide variety of programs, products and solutions with emphasis on PR/IR, Inbound marketing, marketing automation platforms, web presence, collateral, program creation and enablement tools.

CORE STRENGTHS:

- Tactical outbound marketing B2B & B2C
- International programs in EMEA, APAC and LATAM
- PR and social media platform communications
- Training and enablement tools via in-person or web
- Marketing automation and lead generation
- Tradeshow and event management
- MDF Planning and Coordination
- Global product and program launches

PROFESSIONAL EXPERIENCE

Sr. CONSULTANT, PROACTIVE MARKETING

Jan 2014 – Present

Currently working with customers on inbound marketing campaigns via automation hooks, delivering on-line and channel assets as well as message maps, brochures and videos. Writing application stores set against product launches and calendar events. Building a/b banner ads and setting website refresh. Delivering brochures, press releases and website assets.

- Designed complete corporate identity from logo to web assets to trade show presence.
- Built an inbound marketing automation campaign delivering a leads to salesforce.
- Produced testimonial, interview and product videos for the web.

WW Program Manager, G-Technology - HGST, a Western Digital Company

Nov 2011 – Jan 2014

Created vertical market messaging, testimonial videos and stories. Created and drove an ambassador/affinity program across NAM, APAC and EMEA of key influencers including collateral, presentations, trade shows, road shows and sales and enablement tools including on-line, social and search media.

- Built a global awareness program to 10MM followers through social media platforms via ambassadors and affinity groups.
- Set-up initial GTM program plan for roll out, on-line presence, logo, and launch materials and collateral.
- Planned and executed major and minor trade shows as well as custom partner road shows and events.
- Produced a wide variety of content for the web including testimonials, promos and webinars.
- Maintained educational and pro vertical channel relationships through industry events and support.

Independent Marketing Contractor

Oct 2010 – Oct 2011

Supported four start-up tech companies by producing clear and concise messaging and imagery for consumer facing pathways to market including collateral, presentations, trade shows, road shows and sales and enablement tools including on-line, social and search media.

- Set-up launch marketing materials for three companies
- Designed and instituted go-to-market plans with budgeting and ROI targets.
- Developed new brand identity with all outbound materials.

Sr. Mgr. WW Retail Marketing, SanDisk Corporation

July 2008 – Oct 2010

Responsible for product launch planning, life cycle management, MDF, presentations, product demos and reported on ROMI. Oversaw a \$5MM budget. Developed and delivered all sales and channel training materials including industry trends, forecasts, product value proposition and competitive positioning. Assisted with the design, development and testing of product packaging and collateral. Participated in international cross-functional teams. Worked with top retail accounts in NAM, EMEA and APAC as well as developed new programs in BRIC countries.

- Delivered a 360° marketing campaign for retailers resulting in a 10-23% lift in sales across NAM and EMEA countries.
- Drove global branding campaign for all retail lines producing the highest ROI results in 5 years.
- Created award-winning tradeshows, product videos and on-line, social media based campaigns with high return.
- Managed agency and vendors for creative, translation, media buys and on-side event promotions.
- Drove initiatives to co-brand products with Sony, Microsoft and Nintendo.

Director of Marketing, Home Director Inc.**Jan 2004 – April 2008**

Responsible for direction of product brands, promotional events, collateral and point-of-sale for three corporate subsidiaries from residential integration services and consumer electronics manufacturing to partnership programs between Fortune 100 companies. Oversaw a \$2.5MM budget. Directed the introduction of products to distribution channels. Drove promotions and programs requiring cross-functional input and support.

- Developed co-branding partnerships with Sears, Cox, Charter Cable, Monster Cable, Bosch, D-Link and Napco.
- Developed products in the data, voice and video segments with full life-cycle plans from patents to EOL.
- Oversaw all marketing functions including PR, Enablement and Customer Support for subsidiaries.
- Produced national trade-show events and internal corporate meetings including press conferences.
- Administered national dealer program for Sears growing dealer base 20% YoY.

Regional Sales Manager, Troxell Communicaions**Aug 2002 – Jan 2004**

Responsible for sales and marketing of A/V and broadcast product brands for Education, Government and Enterprise. Managed to maximize profits and minimize expenses. Ensured the achievement of territory sales/profit goals. Assessed area potential and developed annual business plans to ensure development of current business and the addition of new business. Generated relevant reports for Market Managers and Corporate management as needed. Analyzed the regions financial and operational performance.

- Grew customer base by 12% YoY • Grew revenues by 8% during tenure.

Director of Marketing, Universal Internet**Jan 2001 – April 2002**

Developed corporate identity and product branding strategies for wireless broadband services. Accommodated nationwide marketing strategy for ISP roll-ups. Managed several agencies, vendors, and consultants in the wireless broadband arena. Assisted with marketing analysis of acquisitions during venture capital and purchase phases. Created direct mail marketing campaigns and offers.

- Introduced artwork and messaging for campaign rollouts resulting in 10% lift in customer acquisition.
- Created and delivered presentations for community portals and the development of physical infrastructure.
- Researched customer demographics for feature and option programs delivering 8% higher take rates.

Director of Marketing, SmartAMERICA Corp.**May 1999 – Sept 2001**

Created and operated a dealer sales organization for the residential structured wiring market. Developed and launched a complete line of structured wiring components and home control products. Implemented a comprehensive marketing strategy for North and South American markets. Customers included the home theater retailers, integrators and top 100 builders. Developed and delivered marketing and training materials with Lucent, Avaya and ADT.

- Oversaw North American launch of the brand through trade media, trade shows and sales materials.
- Produced Store-in-a-store concepts and marketing materials for partners Shea, Pulte, D.R. Horton, and KB Home.
- Established marketing and sales procedures, programs and techniques for reps and the direct sales force.

PERSONAL ACHIEVEMENTS

- OMA Award for the SanDisk Display in 2000 Radio Shack stores
- Best Booth Award at the 2009 Consumer Electronics Show
- Telly Award for excellence in commercial video advertising (2010)
- Created a 360° campaign in EMEA resulting in record sales lift across the region

TECHNICAL PROFICIENCY

Software: Eloqua, Marketo, HubSpot and Salesforce, Constant Contact, Mail Chimp, CheetahMail, Final Cut Pro, Photoshop, InDesign, Illustrator, Lightroom, Acrobat Pro, Word, Excel, Project, Basic HTML, WordPress, Lead Lander, Google Analytics, HootSuite

Trade Shows / Media: Planning, set-up / tear-downs, prompts, script writing, live camera events, post-production, product shots, corporate conventions, investor meetings, streaming content distribution, video conferencing.

EDUCATION

BA Degree – Communications (Cum Laude) SAN DIEGO STATE UNIVERSITY 1986

AA Degree – General Ed (Minor in Business) CABRILLO JR. COLLEGE 1984