

**Bryan Parks**  
Online Version Only  
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### **MARKETING PROGRAMS**

Campaigns • Education • Enablement • Integration • Advocacy

- Highly productive, creative technology professional driving marketing products, projects and programs across fast-paced organizations exceeding objectives while achieving measurable results.
- Led innovative cloud computing marketing programs developing recruitment strategies, communications and direct marketing activities while managing partner education, sales enablement projects and solution sales campaigns.
- Built lead generation programs igniting an annual revenue growth rates across the NetSuite partner community. Contributed to annual double-digit increases in total channel sales from 2006 to 2010.
- Extensive knowledge of market trends, emerging business models and strategic initiatives for effective customer relationship management. Experience working across functional teams delivering projects on time and under budget.
- Skilled organizer developing revenue programs while maximizing new investment opportunities. Drove marketing numerous campaigns delivering proven results while combining domestic and international management expertise.
- High technical capabilities providing solid foundation for business dealings with prospective customer opportunities. Effective communicator of business concepts, best practices, solution sales and methodologies.

### **Core Competencies**

Marketing Programs • Partner Development • Strategic Planning • Leadership • Cloud Computing • Advocacy • Education  
Direct Marketing • Field Marketing • Web Marketing • Social Media • Communications • Sales Enablement • Training  
Lead Generation • Campaigns • Recruitment • Global Integration • Newsletters • Team Building • Presentations  
Search • SEO • CRM • ERP • Ecommerce • B2C • Consumer Markets • SMB • B2B • Enterprise Markets

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### **PROFESSIONAL EXPERIENCE**

**Consultant**, ContentBox Marketing Inc., San Francisco, California (November 2011 - present)

Drive integrated marketing campaigns — from product messaging and branding to content development, communications, and go-to-market strategy. Deliver strategic and tactical marketing services building compelling marketing messages, real-world content, successful program planning and implementations. Conduct one-off marketing projects or function as an outsourced product marketing professional.

**Partner Marketing & Development**, NetSuite Inc. (NYSE: N) San Mateo, California (2006-2010)

Directed marketing strategies for NetSuite's global cloud computing partner programs. Launched innovative marketing initiatives while executing global campaigns across North America, EMEA and APAC. Managed recruitment, education and enablement activities via social media, email, PR, telemarketing, direct and field marketing programs. Consulted directly with partners on developing lead generation campaigns leading to double-digit increase in new business sales. Select projects:

- **SP100 Program:** 100% margin offer to solution providers for moving to the cloud. Drove program planning, positioning, branding, content creation, web site design, communication strategy, promotion and community response. Managed strategic launch plan including pr activities, briefings, competitive analysis and field marketing events. Conducted guerilla marketing campaign to jumpstart recruitment efforts. Doubled existing prospect pipeline within 6 months of launch exceeding forecast targets.
- **Resource Center:** Created new portal for community to drive, market and generate cloud sales through best practices to partners. Instituted a series of KPI scorecards to measure partner performance on sales, lead management, retention rates increasing new business sales throughout the organization. Delivered custom lead generation sales kits, marketing guidelines, training resources and interactive partner forum all showcased in a dynamic and interactive destination for the global community.

- **Lead Generation Campaigns:** Increased partner-specific new leads offering packaged campaign-in-a-box sales tools comprised of email templates, recorded webinars, datasheets, key messaging, faq's and branded hyperlinks for turnkey vertical solution selling. Grew MDF program utilization rate by consulting directly with partners to delivering targeted campaigns to recruit new customers and while developing innovative upsell service opportunities.
- **Partner Conference:** Championed annual global partner conferences including attendee recruitment, conference sponsorships, working agenda, conference messaging, branding and website content. Increased total attendance while doubling event revenues. Provided robust platform for partners to learn best practices, connect with executives and generate new business opportunities for partners in the cloud.

**Business Analyst**, Gap Inc., San Francisco, California (2005)

Responsible for building and managing relationship with business partners on current and new initiatives aligned with enterprise IT strategy. Proactively collaborated with internal stakeholders and partners to analyze information needs and functional requirements using interviews, document analysis, business process descriptions, use cases, scenarios, business analysis, tasks and workflow analysis. Projects included:

- **Compliance Training Program:** Launched Sarbanes-Oxley training program across North American retail outlets ensuring Gap compliance with federally mandated process controls.
- **Knowledge Center:** Delivered company-wide IT knowledge base utilizing Microsoft SharePoint offering document management, budgeting tools, support, training and project best practices increasing team productivity.
- **Learnings Guide:** Published best practices and procedures to facilitate continuous improvement of projects by identifying strengths, improving weaknesses and enhancing communications.

**Principal**, BDP Consulting Group, San Francisco, California (2001-2004)

Consulted design, development, and execution of structured go-to market plans for both products and services with financial impact to organizations. Supported multiple start-up clients delivering measurable results.

- Proposed and implemented changes to web site navigation, layout, graphics and page content.
- Worked closely with clients to clearly identify and implement updates increasing click through rates by over 70%.
- Managed and developed series of marketing materials for internal and external use.
- Collateral included datasheets, product briefs, sales presentations, case studies and company newsletters.

**Director, Business Alliances & Integration**, AltaVista, (acquired by Yahoo!) Palo Alto, California (1996-2000)

Primary liaison for all new business partnerships; evaluated business proposals and formulated growth opportunity analysis for executive action committee. Led development and integration for mergers and acquisitions, alliances and partnerships.

- Directed business development activities while managing strategic company roadmap and internal deal schedules.
- Brokered 12 new partner agreements in under 6 months increasing revenue by \$125K.
- Directed the FreeAccess, Discovery and Personal Search market programs.
- Drove growth from 1M to 5M page views per day and targeted revenues from \$100K to \$225K.

**Product Marketing Manager**, I.B.M. Corporation, Cambridge, Massachusetts (1994-1996)

Managed marketing activities for emerging technologies and software applications developed for personal computers and the Internet. Developed market plans to drive sales and strengthen brand identity across primary and secondary channels.

- Targeted business and partner communities for early adoption of software products increasing revenue by 40%.
- Managed cross-functional team across packaging, design, communications, direct and channel sales.
- Created business kits for worldwide sales team including messaging, technical information and pricing and support.
- Trained national sales force on product strategy and selling techniques to maximize acceptance rates.

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**EDUCATION**

**B.S. Business Administration**, Northeastern University, Boston, Massachusetts  
College of Business Administration