

# Arie Braun

3406 Manchaca Dr. #16  
Austin, TX 78704  
512-291-2851  
[arie@ariebraun.com](mailto:arie@ariebraun.com)  
[www.ariebraun.com](http://www.ariebraun.com)



## Career Objective

To provide a high level of expertise in marketing, strategic business planning and development to help meet the company goals and objectives. To provide leadership on all go-to market strategies and related sales initiatives and make a difference by contributing to the team.

## Summary of Qualifications

### *Marketing Excellence*

- Experienced in all aspects of creating, developing, managing and executing the go-to market strategy for products portfolio.
- Actively participated with cross-functional analyst teams to define and deliver product functionality
- Solid understanding of all aspects of product marketing from concept through launch and promotions to end of life
- Have created product marketing briefs, campaigns and communication strategy plans required to execute
- Experienced in managing public relations strategy including press release coverage and media relations

### *Strategic Business Planning and Forecasting*

- Experienced in driving revenue growth through effective marketing strategies for products, consulting, webinars and events
- Have created reports on key business metrics and analysis including, but not limited to revenue, ASP, growth rates, market penetration and share, retention and renewal rates and customer satisfaction
- Informed about emerging technologies
- Have performed qualitative & quantitative analysis of account services and customer base to drive strategy

### *Sales and Business Development*

- Experienced in performing competitive advantage analysis to generate sales leads and target new clients
- Have negotiated sales contracts, sponsorship and consulting agreements
- Have met/exceeded account retention and renewal rate and revenue targets for the company's products portfolio
- Experienced in client relationships and strategic alliance partnership management
- Have assisted Salesforce on sales calls and Analysts on-site customer briefings
- Conducted and created sales presentations for existing clients and prospects

### *Customer Lifecycle Management and Retention Marketing*

- Experienced in clearly identifying customer goals and balancing them with business objectives
- Have developed and delivered a demand generation plan, enabling sales and support teams to drive revenue and customer satisfaction
- Experienced in measurement and analysis of customer profitability

### *Market Analysis*

- Have conducted market research, identified and tracked market trends in relevant industries including qualitative analysis, volume and revenue forecasts
- Experienced in researching the display, digital media, consumer electronics markets
- Have successfully synthesized information from various sources to secondary research, into cohesive strategy possibilities

### *Web Strategy*

- Knowledge of optimizing website and web-based technologies to effectively identify lead generation opportunities to accelerate sales and revenue growth
- Have leveraged web analytics, SEO and online outlets to maximize lead generation and brand awareness

## Summary of Qualifications *(continued)*

### *Financial Management*

- Have a clear understanding of how to balance business objectives and manage a dedicated budget and P&L
- Experienced in sales and marketing budget responsibilities P&L and key contributor to developing annual budgets and quarterly forecasts

### *Pricing*

- Have identified revenue opportunities through segment and price band analysis
- Established effective price tracking capability based and focused on products, services, markets, competition and customers

### *Business Operations*

- Have created and implemented business process
- Experienced in managing vendor relationships and cost savings
- Have maintained website CMS (content management system) and web-portals of online research site license databases

## Work Experience

### *Client Support Analyst*

7/2011 – Present      NEWCOMLINK, INC. – Austin, TX

- Focused on all company sales and marketing initiatives and strategic business plans
- Develop and maintain sales and marketing materials. Create and customize presentations and demos, conduct market research, track and report the sales pipeline, analyze opportunities, assist with business case development and related activities
- Business development activities; generate sales leads and target new prospects in key segments and verticals
- Responsible for the administration and customization of Salesforce.com; includes design/architecture, alignment of data, imports and exports of data, merging, de-duplication, streamlining, complex customization and reporting, process optimization and automation
- Develop and provide end user training, determine key metrics, analyze results, trending, dashboards and make recommendations to management based on those results
- Automate and improve data reporting, quality and governance while providing expertise in effective reporting, dashboard and metric design

### *Real Estate Agent*

6/2008 – Present      ARIE BRAUN, REALTOR. – Austin, TX

### *Sales and Marketing Consultant*

9/2009 – 11/2009      YOUNG MARKET RESEARCH – Austin, TX

- Developed and implemented innovative direct marketing campaigns to generate sales leads targeting new prospects in key segments and verticals
- Managed web portal of online research site license, website publishing and html changes including loading content and design assets into website content management system
- Marketed to new customers and engaged with existing customers utilizing a mix of email and web/online marketing to accelerate sales and revenue growth
- Managed distribution of press releases, press release coverage and media relations

### *Strategic Marketing Consultant*

6/2008 – 6/2009      DISPLAY INSIGHTS – Austin, TX

- Created and implemented marcom program to effectively promote the company and its products
- Developed and implemented innovative direct marketing campaigns to generate sales leads targeting new prospects in key segments and verticals to raise levels of customer acquisition and retention

- Accountable for lead targets, lead quality, conversion, program performance ability to drive website traffic and grow a customer base through marketing activities
- Developed content for use in product launches and multiple successful lead generation programs
- Optimized website and web-based technologies to effectively market new customers and engaged with existing customers utilizing a mix of email and web/online marketing to accelerate sales and revenue growth
- Analyzed programs to assess ROI, and reviewed changes in the marketplace and industry and adjusted strategic marketing plan accordingly
- Managed tracking infrastructure for marketing programs and recommended business requirements
- Leveraged web analytics, SEO and online outlets to maximize lead generation and brand awareness
- Managed the sales tools, lead generation campaigns and advertising programs, identified the ideal mix of activities to achieve the desired goals
- Managed public relations strategy including creation and distribution of press releases, press release coverage and media relations

#### *Sales and Marketing/Client Development Director*

12/2004 – 5/2008      DISPLAYSEARCH, LLC, an NPD Group Company – Austin, TX

- Developed and executed company marketing and sales strategy to new and existing client accounts
- Successfully negotiated client contracts for subscriptions, renewals, sponsorships and consulting agreements
- Developed and implemented strategies used to identify lead generation opportunities for sales team via Eloqua and Salesforce.com
- Managed product marketing strategy to expand offerings to target clients and new markets, creation of product descriptions, promotion, distribution, collateral development, and targeted email campaigns
- Qualitative & quantitative analysis of account services, renewals & customer base to drive strategy
- Directed the global pricing strategy and online and offline marketing to drive revenue growth of company's market intelligence research products and consulting services
- Developed and reported on key performance metrics of marketing programs and product revenues via Eloqua and Salesforce.com
- Managed sales and marketing budget responsibilities P&L and key contributor to developing annual budgets and quarterly forecasts
- Successfully reached a worldwide Y/Y growth in FY06/07 of 38% from 19% on product revenues
- Managed and maintained client subscriptions to web-portal of online research site license
- Partnered with Events Director to broaden the size and scope of the company's global events, conferences, webinars and business transitions
- Managed public relations strategy including creation and distribution of press releases, press release coverage, media relations and partnering etc.

#### *Strategic Business Planning Manager – Displays Business Unit*

2003 – 2004      HEWLETT PACKARD/COMPAQ COMPUTER CORP. – Houston, TX.

- Analyzed the worldwide market in terms of customer requirements, product features, volumes, price, cost, competitors, channels, supply/demand economics, demand generation, IT services and assessment of value-add opportunities
- Successfully allocated constrained supply worldwide to fulfill orders while supporting market share objectives by performing site rebalancing, allocating revenue critical constrained components to support business needs
- Reviewed and monitored business trends and performances to meet short-term plans
- Created new supply processes and ensured corporate product discontinuation dates with transitions of new products and gave direction for changes and extensions worldwide
- Set End-Of-Life build unit quantity supply plans with suppliers

### *Global Commodity Manager - Monitor Peripherals and Operations*

2001 – 2003 HEWLETT PACKARD/COMPAQ COMPUTER CORP. – Houston, TX.

- Successfully negotiated cost reductions on panels, integration costs, warranty, HUB costs, contracts and new product negotiations with Monitor suppliers worldwide
- Performed supply processes as liaison for worldwide flat panel monitors deployment with panel suppliers and OEM manufacturer suppliers (Philips, Samsung, BenQ, LGE, AOC, Sony and NMV)
- Achieved total cost savings over \$97M along with annual spend under \$200M in FY'2001
- Created new supply process as well as enhanced existing cost savings processes and summarize with savings and spend by supplier
- Managed supply ramps and directed supply plan to zero obsolescence exposure

### *Demand Planning Manager- Deskside Products, SMB and Displays Division*

2000 – 2001 HEWLETT PACKARD/COMPAQ COMPUTER CORP. – Houston, TX

- Performed worldwide business/demand planning operations and market research support
- Improved forecast accuracy through support of implementation of modular forecasting
- Identified risks in forecast changes and recommended alignment to favored configurable volumes after review of calculated & projected attach rates to achieve sales, revenue and inventory targets
- Interfaced with procurement and suppliers to interlock demand and capacity issues; provide or re-balance worldwide allocation plans
- Ensured smooth transitions to mitigate shortage gaps and engaged in inventory management and opportunities for revenue and goal attainment

### *Business Planning/Pricing Analyst – Displays and Peripherals Division*

1999 – 2000 HEWLETT PACKARD/COMPAQ COMPUTER CORP. – Houston, TX

- Provided pricing analysis that identified sales turnover for price reductions
- Directed pricing strategy to hit gross margin and price band targets
- Provided analysis to support strategic and tactical decisions
- Monitored forecast to insure alignment, accuracy, variability to market and sales maximization
- Negotiated pricing strategy details with each region in order to meet management goals
- Created pricing matrices and related analysis to accurately reflect the PocketPC's market

## **Education**

*The University of Texas at El Paso*

MBA – Master of Business Administration – 1999

BBA – Bachelor of Business Administration – Finance – 1988

## **Computer Skills**

PEOPLESOFT – SAP – SALESFORCE.COM – ELOQUA – DREAMWEAVER – ABEST – USAS – HRMS – MS OFFICE (POWERPOINT/WORD/EXCEL/ACCESS/OUTLOOK)

## **Licenses/Certifications**

Texas Real Estate Salesman License

## **Languages**

Fluent in both English and Spanish

## **Professional Affiliations**

National Society of Hispanic MBA's – Blue Knot Austin – Austin High-Tech - AYREP