

Arie Braun

3406 Manchaca Dr. #16
Austin, TX 78704
512-291-2851
arie@ariebraun.com
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

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 during new product transitions

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) – QUICKBOOKS – ADOBE – SDF BW – iCOST – WWCW

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