**Morgan D. Rees**

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**DIRECTOR/VICE PRESIDENT OF MARKETING**

The value I bring to your company is the ability to deliver creative business strategies that generate profitable growth and success by focusing on sales, channel development, market share, brand awareness and building the business bottom line. “Sleeves up” style - willingness to immerse myself in the business without the assistance of a large supporting organization.  Comfortable with earlier stage initiatives where “a lot is expected of a few.” Open to long hours and relocation; it is only my wife and I with no house to sell with no caregiver responsibilities.

**PROFESSIONAL EXPERIENCE**

**Director/VP of Marketing,** RESET CONSULTANCY (Client-Based Advisory Practice),08 to present

Marketing • Business, Sales & Marketing Strategies • Branding • Online ecommerce • Advertising • Startups • Channel

<http://www.linkedin.com/in/ResetConsultancy> | <http://www.facebook.com/pages/Reset-Consultancy/127001317360613>

*My career has primary been focused on corporate global branding, where I achieved my most significant success. Reset Consultancy simply reflects my temporary focus while I look for the best match and with the right company. I am seeking a more challenging full time job, better opportunities, insurance and advancement, all of which I see in this position.*

In 2011 worked in six countries and traveled to over twenty-one cities:

* **Philips Intellectual Property & Standards – Media Interaction,** Commercialization (Sales & Marketing) Manager for N. America (**multiyear engagement**) Incubator model for startup technologies and intellectual property (IP) operating side-by-side providing a high-quality ecosystem with accelerated marketing services and sales channels.
* **Comcast:** Relaunched **Cloud based delivery platform** (Startup)
* **NetSol** (Rebranded Company and first ever dual listing of a U.S. company on NASDAQ-NTWK and the Dubai Exchange-DIFX) also worked with InfoGard Labs, Insignia Solutions (M&A involving $12-million), Atari and Ampex.
* Includes 9 Startups: Array (Raised $24-million), Wherify Wireless (Raised capital, sales & marketing plan), Belanima (Beauty & Wellness), inCharge Technologies, Critical Path, Rocktonic, Ugobi, Noctar and DC7 Networks.

# *Senior Director, Global Marketing/Creative,* CITRIX ONLINE, (NASDAQ:CTXS)06 to 08

# (600-mile roundtrip commute not workable)

* ***Brand/Product Strategy:*** Balanced multiple sub-brands such as GoToMyPC remote access, GoToMeeting for online meetings, GoToAssist remote support and GoToWebinar online events under one Citrix Online corporate umbrella and cross-sold across portfolio.
* ***New Business:*** Directed online strategies and campaigns for Web sites, micro-sites, SEM, SEO, email, banner, affiliate, direct response, ecommerce, social networking and webinars. **Executed lead gen programs**.
* Implemented offline messaging, presentations, white papers, case studies, tradeshows, direct response campaigns, mobile, print, radio and television advertising.
* Formalized Key Product Messaging (KPM) and Unique Selling Proposition (USP). Led development of Market / Product Requirement Documents (MRD/PRD) as well as Strengths, Weakness, Opportunities and Threats (SWOT) analysis and strategies.
* ***Productivity Improvement:*** Project productivity grew from 1,000 to 4,000 annually
* Manage outside agencies as well.
* Brought professional branding expertise to startup culture. Positioned company and products.

***Results:***

* ***Profit/Share Improvement:* Boosted revenue from $100 million to $260 million, seized market share.** Revenue growth of 162.4% and profitability 290.14% increase.
* Spearheaded global product launches for GoToMyPC, GoToWebinar, GoToMeeting and GoToAssist
* **Raised company profile to household name** with consumers, prospects, analysts and investors

***VP Marketing, Public Relations & Product Management****,*ARRAY, (Startup) 01to06

 (Operations relocated to China)

* Recruited by and a direct report to CEO for startup, full P&L responsibility, Senior Leadership Team member
* ***Growth Strategy:*** Helped executive team to define the vision, mission, corporate strategy, key initiatives & required resources to deliver key marketing objectives.
* ***Growth Strategy:*** Responsible for product management identifying market opportunities and the development or acquisition of products and technologies that uniquely position the company to successfully optimize market position and market share - prioritized customer features based on highest impact and rapid ROI.
* ***New Business:*** Launched e-commerce business, online and offline channels and partnerships.
* Delivered global e-commerce/marketing campaigns for web, print, direct/email and PR
* Strong reputation with leading analysts: Gartner, IDC, Aberdeen, Yankee Group and Infonetic
* Corporate Thought Leadership
	+ San Francisco and NYC Editorial/Press Roundtables, Themed Dinner Chalk Talks and Churchill Club
	+ Developed Product Reviews, Conferences, Industry Analysts/Luminaries and Media tours

***Results:***

* **Raised over $24-million** from venture capitalists
* ***New Business*:** Brought 68 new VAR’s onboard, **flooded sales with qualified leads**
* Landed feature stories in Business Week, CNN & PC Magazine

***VP Marketing, Public Relations and Channel****,* NETGEAR, (NASDAQ: NTGR) ’00 to ‘01

(With $19 billion write-down, Nortel divested Netgear, laid off 40,000 people and ended a 14-month stint)

* Directed campaigns for radio, print, Web, Webinars, outdoor advertising and direct / email programs
* **Oversaw 4,500+ retailers including Best Buy, Circuit City, Costco and Office Depot.**
* ***Expanded channels*** to Amazon, Buy.com, CDW, J&R World, PC Warehouse, PC Mall, Micro Warehouse, PC Connection, 4sure.com and Global Computer

***Results:***

* ***Sales Results:*** Reversed $6.5 million annual loss to $60 million (gross) profit on sales of $192 million in 14 months
* ***Profit Improvements:* Shifted gross margins from -10% to +20-28%, Reduced** product costs by 7%
* Improved both the top- and bottom-lines, **increased revenue** 71% from $112M to $192M
* ***Fast Track Results*:** Reduced brands from eighty to sixty, 25% sku reduction, $7M inventory reduction.
* ***Brand/Product Strategy*: - Successfully re-launched Netgear**

- Spearheaded global product launches of over 30 PC Peripherals, 8.02.11 Wi-Fi, routers, hubs and switches as well as media and print servers.

* ***Growth Strategy:*** Conceived and executed 6 new innovative business strategies:

1. Enterprise (Distribution/VAR channels), 2. Home consumer (retail and online), 3. Ecommerce (30% of sales) 4. Direct catalogs, 5. Online subscription and 6. Conceived and spearheaded combining Router + Wi-Fi 802.11

***VP Global Brand Management,*** PHILIPS ELECTRONICS, (NYSE: PHG, AEX: PHI) ‘93 to’00

- Recruited by Netgear - IPO

* Drove worldwide alliances for **Philips**, **Norelco**, **Marantz** and **Magnavox**. Managed personnel in the Amsterdam, Manhattan, Atlanta and Silicon Valley.

***Results:***

* **Launched Philips brand in the U.S.**, creating consumer brand awareness where none existed
* Spearheaded over 50 global product launches: Wi-Fi, CD-R/RW, DVD, Plasma/LCD, MP3, PDA, Handheld Devices, Cell Phone/Web screen phone, Speech Processing, Video Conferencing Systems, Speakers, Blank CD Media, Web Camera, USB Peripherals, Pronto Intelligent Remote Control, LCD Projectors, WebTV as well as TiVo.
* **Penetrated major retailers** including Best Buy, Circuit City, Magnolia, Radio Shack, Sharper Image, Good Guys, Tweeter, Sears, K-Mart, Wal\*Mart, Office Depot, OfficeMax, Staples, Costco and Target.
* Direct catalogs: CDW, The Sharper Image, Sky Mall and other In-Flight Magazines

***Director* Marketing, Public Relations and Product Management** - PHILIPS COMPONENTS

* Co-founded Philips Components start-up team of 12. **Pulled in $100 million in just 3 years**
* Incubator model for startups for dozens of businesses and technologies operating side-by-side providing a high-quality ecosystem with accelerate marketing services and sales channels.

***Product Manager,*** HONEYWELL (NASDAQ: HON)

* Created new business unit. ***Earned* *$100M Annual Sales***
* Built from ground up channel to **288 Systems Integrators** and **Value Added Resellers**
* Full P&L responsibility for 274 line items and a $16 million R&D budget.
* Turned around two different distressed business units. **Spurred growth of $25 to $50 million** in sales for one unit and **$12 to $24 million** in another.

***Salesman***

* Salesman (Quadrupled territory)

***EDUCATION***

* Bachelor Science, Communication Technology, Florida International University, Honor Roll, GPA: 3.8

Website: <http://www.morganrees.com> YouTube: <http://www.youtube.com/morganrees>

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Twitter: <http://twitter.com/morganrees> Flickr: <http://www.flickr.com/photos/morganrees/>

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