



summary

High-tech marketing and communications consulting professional, with a broad set of communication skills and tools for product, company and industry image building. Specializing in assisting start-ups in early communication with customers, investors and the public.

- > Internet-Based Marketing
- > Branding & Messaging
- > Video Development
- > Trade Show Planning
- > Collateral Development
- > Presentation Development
- > Public Relations
- > Event Management
- > Intranet Design & Content

accomplishments & experience

building images & positioning

- Planned, developed and coordinated all marketing communications programs for fast-moving 150-person semiconductor component start-up (Novalux) including development of the corporate website, public presentation materials, corporate video, collateral design and development, advertising and branding.
- Created image of semiconductor processing equipment vendor (WaferMasters) with a new website, collateral package and trade show image.
- Positioned organization (SEMI) as important player in the international flat panel display equipment and materials suppliers industry by coordinating standards-activities, trade shows, executive meetings and educational programs.
- Conceptualized, built and introduced the Display Applications Conference (DAPPCON) to the flat panel display industry's integrators and buyers to promote the integration of flat panel displays into OEM equipment.
- Coordinated the communications and activities of the 25 members of USDC "Users Groups", including recruiting new members; leading projects such as industry roadmapping; and researching issues and projects where USDC could improve its members' business environment.
- Worked with executives from the high-tech industries in order to formulate and coordinate positions on U.S. government technology policies, resulting in the US Dept. of Defense's adoption of the National Flat Panel Display Initiative, resulting in over \$120 million invested in the industry over the past 8 years.
- Lobbied the U.S. Congress and Administration officials on issues that impacted high-tech industry, and the semiconductor equipment and materials and flat panel display industries in particular.

public relations

- Managed public relations program for laser start-up that resulted in multiple print, television, radio and speaking appearances for company's target message.
- Led emerging companies to establishing a low-budget public relations program focused on industry, trade press awareness.
- Oversaw PR agency activities including managing PR budgets ranging from \$10,000 - \$70,000 monthly.
- Prepared public presentations containing audio and video elements, with the goal of establishing and maintaining a favorable image of the company with investors, potential customers, employees and the public.
- Managed public relations for introduction of new trade shows in the U.S., Japan and Korea.

events planning

- Developed strategies and executed many marketing events, including trade shows and other customer related events. Events include:

Equipment & Materials Sector: SEMICON West, SEMICON Japan, FPD Expo

Japan & Korea, DisplayWorks, SEMICON Yokohama, SEMICON Kansai
Optical Sector: Optical Fibers Conference (OFC), Conference on Lasers & Electro-Optical (CLEO), National Fiber Optic & Electronics Conference (NFOEC); European Conference on Optical Communication (ECOC)
Flat Panel Display Sector: Society for Information Display (SID) Symposium; Asia Display, International Display Research Conference (IDRC), DAPPCON – Display Applications Conference, Washington Display Days and USDC Investor Conferences
Plus, many customer meetings, technology workshops, dinners & social events

internet marketing

- **Websites Developed & Designed:**
www.novalux.com; www.wafermasters.com; www.globaldisplaynetwork.com; www.sid.org; www.dappcon.com; Novalux's Intranet (private)
- Developed Flash®-based, eye-catching emails to promote new laser products and invite recipients to visit the trade show booth or website for additional information.
- Planned, developed content, and implemented membership recruitment and maintenance of www.globaldisplaynetwork.com, the global communication arm of USDC.
- Created and maintained company's Intranet to provide quick access company-wide to forms, policies, procedures and manufacturing and engineering data.

awards

Addy Award, Silicon Valley Chapter for Novalux print collateral
Service Award, Society for Information Display for new website implementation

previous full-time employers

references available upon request

Manager, Corporate Communications
Novalux, Inc., a semiconductor laser start-up
Sunnyvale, CA, 2000 – 2002

Director, Business Development & Users Groups
United States Display Consortium (USDC), an association for the display industry
San Jose, CA, 1998 – 2000

Manager, Flat Panel Display Industry Services
Semiconductor Equipment & Materials International (SEMI), a trade association
Mountain View, CA 1995 – 1999

Senior Government Relations Manager
SEMI & USDC, high-tech trade associations
Washington, DC, 1994 – 1995

Senior International Trade Specialist
U.S. Department of Commerce, Office of Computers and Software
Washington, DC, 1986 - 1994

education

Minnesota State University at Mankato (a.k.a. Mankato State University) Mankato, MN
Bachelors of Science (*cum laude*) in Business Administration, 1986
concentrations in International Business & Marketing