

MORGAN D. REES

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VICE PRESIDENT of MARKETING

Strategies / Implementation ■ Branding / Marketing ■ Product Development ■ Consumer / Business-to-Business

The value I bring to your company is the ability to deliver 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.” It is only my wife and I with no caregiver responsibilities and no house to sell.

60-Second Profile Video: <http://www.YouTube.com/morganrees> | Website: <http://www.morganrees.com>

QUANTIFIABLE SALES GROWTH

- Citrix Online: **Grew annual sales 2.5x** from \$100 million to more than \$260 million
- Netgear: **Reversed** \$6.5 million annual loss to \$60 million (gross) profit on sales of \$192 million
- Philips: Took new startup division to **\$100 million in revenue** in just under 3 years
- Honeywell: Created new business unit from scratch. **Ramped up to \$100 million in sales**
 - Rescued two distressed product lines. Lifted sales **\$12 to \$24 million** and **\$25 to \$50 million**

EXPERIENCE

President/Founder/Marketing, WomensSuite.com

‘14 – present

Online Platform: Shopping, Magazine and Social Networking

Sold company: www.womenssuite.com

Vice President of Marketing, RESET CONSULTANCY (Client-Based Advisory Practice)

‘08 – present

Business, Sales & Marketing Strategies & Implementation • Branding • OEM • 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 2011-13 worked in six countries and traveled to over twenty-one cities:

- **Philips Intellectual Property & Standards**, Commercialization 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.
 - IP&S actively participates managing the worldwide intellectual property portfolio of Philips and responsible for standardization activities in the field of optical storage (CD/DVD/Blu-ray), content management systems such as digital rights management and copy protection and formal standardization and regulations for: Broadcast – Digital Audio/Video, (Wireless) Connectivity, Lighting, Healthcare and Mobile Communication.
 - Accounts Included: BestBuy, RadioShack, Logitech, Verizon, DirecTV, EchoStar, TELUS, Time Warner, Comcast, Cisco, Motorola, Intel, Marvell, Charter Communications, Bigpoint Gaming, Western Digital, Yahoo, Unity, Google and more
- **Comcast**: Relaunched **Cloud based delivery platform (Startup)**, **Bitcasa (Cloud Storage)** **Cache-A (Storage)** and **skyTran (2012)** NASA, beHuddle (*GPS/QR Code*)
- **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, Marketing/Creative, CITRIX ONLINE, (NASDAQ: CTXS) Global Marketing, 06 - 08

Citrix delivers remote access and collaboration solutions: GoToMyPC, GoToMeeting and GoToWebinar

(600-mile roundtrip commutes not workable)

- **New Business**: Managed revenue for commerce and product sales businesses, including digital product sales, online coupons, lead generation, affiliate programs, loyalty programs, and affinity oriented offers
- **Analytics**: Each online product: GoToMyPC, GoToMeeting and GoToWebinar had at a minimum two landing pages where we conducted A B Testing. For special call-to-action initiatives we posted specific mini-site landing pages.
- Develop a strategy to maximize the revenue and user satisfaction Citrix Online’s commerce assets, including but not limited to, GoToMyPC, GoToMeeting, GoToWebinar, GotoAssist and GoToAssitExpress

- **Deeping Partnerships:** Work with site leaders and community teams to merchandise a product assortment that addresses key needs of Citrix Online's users and generates meaningful bottom line impact
- Struck deals with partners that create strong financial incentives for Citrix Online's to sell products and/or create a differentiated product offer for Citrix Online's users.
- **Metrics:** Work with development team to instill direct marketing best practices across the business: including implementing customer lifetime value metrics, structured management customer acquisition channels (e.g., newsletters, registration funnels, SEM, affiliates), and database marketing to registered users
- Manage outside agencies as well.
- **Productivity Improvement:** Project productivity grew from 1,000 to 4,000 annually.
- Citrix Online Affiliate Partners have a consistent, well understood opportunity to qualify for, request and benefit from Marketing Development Funds (MDF) for specific accepted uses.
- **Partner web and Partner marketing** infrastructure experienced.
 - Online Affiliates and Partners: AT&T, EarthLink, Alltel Wireless, Comcast, Verizon, Peachtree, Commission Junction, BlueTie, McAfee, Dell, Gateway and BestBuy.
- **Lead Generation** programs: Directed online strategies and campaigns for Web sites, micro-sites, SEM, SEO, email, banner, affiliate, direct response, ecommerce, social networking and webinars.
- **Brand Strategy:** Led company's first integrated campaign of offline and online strategies. Implemented offline messaging, press relations, analyst relations, speaking engagements, presentations, white papers, case studies, tradeshow, direct response campaigns, mobile, print, radio and television advertising.
- **Brought professional branding expertise to startup culture. Positioned company and products.**
- 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.

Results:

- **Profit/Share Improvement: Boosted revenue from \$100 million to \$260 million, seized market share**
- **Product Strategy:** Spearheaded global product launches for GoToMyPC, GoToWebinar, GoToMeeting & GoToAssist
- **Raised company profile to household name** with consumers, prospects, analysts and investors

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

'01 - '06

(Company redirected focus of operations to China)

- Defined mission, corporate strategy, key initiatives and required resources to deliver key objectives.
- Delivered global e-commerce/marketing campaigns for web, print, direct/email and PR.
- Lead aggressive Web presence via constant email campaigns, Webinar's & other Web marketing activities
- **Online Growth Strategy:** Initiated strategy to sell directly off e-commerce Website and concurrently partner with e-tailors such as Amazon.com, Buy.com, CDW, J&R World, PC Warehouse, PC Mall, Micro Warehouse, PC Connection, Global Computer, Network Warehouse and Catalysts
- 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 Relation and Channel, NETGEAR, (NASDAQ: NTGR) 2000 - 2001

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

- Recruited from Philips by CEO/Cofounder. Leveraged previous relationships with retailers.
- Working closely with founder-led organization.
- Directed campaigns for radio, print, Web, Webinars, outdoor advertising, direct / email programs, public relations and executive seminars
- Managed MDF and cooperative advertising. Oversaw 4,500+ retailers: Best Buy, Circuit City, Costco, CompUSA, MicroCenter, Office Depot, OfficeMax and Staples. Secured prime shelf space.
- **Expanded online channels** to Amazon, Buy.com, CDW, J&R World, PC Warehouse, PC Mall, Micro Warehouse, PC Connection and Global Computer
- Targeted media and analyst outreach for each press release.
- Develop consumer press-specific documents (consumer press kit)
- Awards & Review Program

- Heavily pitch NETGEAR products to review editors and test labs
- Proactively pitch non-product awards (top prestigious awards) - Red Herring (Top 50 private companies), Upside (Hot 100), Fortune (Fortune 100), Deloitte & Touché (Top 50 private companies), etc.
- Develop and maintain targeted media list (between 300 - 400 top, second- and third-tier contacts)
- Creative Media Outreach (out-of-the-box thinking) – Holiday Gift Guides, Father’s/Mother’s Day, Back-to-School, Thanksgiving, New Year
- Editorial Calendar Pitching, Pitch CEO Profile and Company Story
- Market Analyst Program, Media & Analyst Tour, Speaking Opportunities and Events & Sponsorships

Results:

- **Sales Results:** Improved both the top- and bottom-lines, **increased revenue** 71% from \$112M to \$192M
- 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%
- **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 technology

VP Global Brand Marketing, PHILIPS ELECTRONICS, (NYSE: PHG, AEX: PHI) 1993 - 2000

(Recruited by Netgear IPO)

Brand Strategy: Balanced multiple brands such as Philips, Norelco, Marantz and Magnavox under Philips Electronics corporate umbrella and cross-sold across portfolio. Leverage cross customer database between Philips Lighting and Magnavox.

- Manage all associated vendors
- Myna becomes one of Radio Shack’s best selling products
- Nino and Velo take handheld market by storm with 220 placements
- **Kips Bay** brings cachet and coverage - CNN, Harpers, McCalls
- **Junior Vasquez** builds buzz underground and coverage on the air
- ACD-R on the cover of Stereo Review, Car Stereo and Stereophile
- **Brand Campaigns:** Developed holistic brand marketing creating a consistent and integrated marketing message across many channels and campaigns programs enabling *Philips* to establish a single, consolidated brand. **Results:**
- **Launched Philips brand in the US** - created consumer brand awareness where none existed.
- **Led Philips first website and online ecommerce initiatives.**
- **Product Launches:** Spearheaded global product launches involving Speech Recognition, Wi-Fi, GPS, CD-R/RW, DVD, Plasma TV, LCD Display, MP3, Digital Cameras, HDTV, LCD Projectors, PDA’s (Velo & Nino), Cell Phone/pagers/Web screen phone, USB Peripherals, Video Web Camera, Speakers, Blank CD Media, Intelligent Remote Control - Pronto, Video Conferencing Systems, TiVo and WebTV
- **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.

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.

EDUCATION, ACHIEVEMENTS, AWARDS & PROFESSIONAL DEVELOPMENT

- Bachelor Science, Communication Technology, Florida International University, Honor Roll, GPA: 3.8
- Awarded Clio Award for excellence for storymercial that resulted in a huge surge in sales
- Founding Chairman of the E.I.A. (Electronics Industry Association) Professional Electronics Group
- White Paper Award for the Most Activity by IT Papers.com, a product of CNET
- Awarded Citrix Online CEO’s “Values Commitment” **for outstanding achievement.**
- **Management Training Courses:** High-Performance Manager Training (Three day course), Setting performance expectations, delegation, coaching and goal setting. | Confidentiality Compliance | Code of Business Conduct Compliance | Insider Trading Compliance | Effective Business Writing.
- **Business Conduct Courses:** Intellectual Property & Competitive Intelligence | Antitrust Contact with Competitors | Mutual Respect and Preventing Sexual Harassment | Global Competition Principles & Practices
- **International:** Social media classes (2011) at Babel Social Media, in London, UK

RELATED EXPERIENCE

Account Director, HANCOCK ADVERTISING: Clients included Toyota, Red Lobster, Swim n' Sport and General Motors

SOCIAL MEDIA PRESENCE:

Website: <http://www.morganrees.com>
LinkedIn: <http://www.linkedin.com/in/morganrees>
Twitter: <http://twitter.com/morganrees>
FaceBook: <http://www.facebook.com/MorganDRees>
SlideShare: <http://www.slideshare.net/MorganDRees>
Yammer: <https://www.yammer.com/morganrees.com/>
SoundCloud: <https://soundcloud.com/morgan-d-rees>
Plaxo: <http://morganrees.mylaxo.com>
Google+: <https://plus.google.com/s/morgan%20rees>

YouTube: <http://www.youtube.com/morgandrees>
Flickr: <http://www.flickr.com/photos/morganrees/>
Vimeo: <http://vimeo.com/morganrees>
Naymz: http://www.naymz.com/morgan_rees_2625396
Box.net: <http://www.box.net/morganrees>
Picasa: <https://picasaweb.google.com/morgandrees>
Speaker: <http://www.speaker.com/user/morganrees>
Pinterest: <http://pinterest.com/morgandavidrees/>
Dailymotion: <http://www.dailymotion.com/morganrees>

PODCASTS: <http://morganrees.com/podcasts>

Napa Valley Wine Train: <http://goo.gl/sRXUWX>

Parthenon in Nashville: <http://goo.gl/bLaqYh>

Borderless Security Takes Shape: <http://goo.gl/ak4P1>

TVNext: <http://goo.gl/KIYw7>

National Assoc. of Broadcasters: <http://goo.gl/qch2W>

Comcast: <http://goo.gl/17uop>

California Academy of Sciences: <http://goo.gl/dQRVjv>

A Word to the Webwise: <http://goo.gl/dUC6x>

Network Privilege: <http://goo.gl/DqMj7>

Transportation Innovation Wrkshp: <http://goo.gl/HPYRg>

Game Developers Conference: <http://goo.gl/bzbkA>

Better Place: <http://goo.gl/P5p5B>

PUBLISHED WORKS:

Marketing Action Plans book available on Apple iPad and Amazon Kindle, <http://www.MarketingActionPlans.com>

Website: <http://www.MarketingActionPlans.com>

Amazon: <http://www.amazon.com/author/morganrees>

Barnes Noble: <http://goo.gl/FaONu>

Diesel: <http://goo.gl/fwHhE>

Google Books: <http://goo.gl/FFolW>

Apple: <http://goo.gl/onBWO>

ARTICLES:

- Harvard Law School: The Record – “Network Access is a Question of Privilege”
- Security Management Today magazine (Nov Part 1) - “A Word to the Web wise...”
- Security Management Today magazine (Dec Part 2) - “Borderless Security Takes shape”
- Computer Reseller News - “Viewpoint-Access”
- Sales and Marketing Strategies & News - “Philips Electronics Uses the World as its Stage”
- Exhibitor Management Magazine - “Think Big” (Cover story) Consolidation Solution

VIDEO BLOGS: (Social Media 2.0)

- Napa Valley Wine Train: <https://youtu.be/Upsib7gA5GU>
- California Academy of Sciences: <https://youtu.be/P7ws5U5qKyE>
- Parthenon in Nashville, Tennessee: <https://youtu.be/D6WOqN06USE>
- Belkin (LA,CA) <http://youtu.be/-ZATChImT4Y>
- MacWorld: <http://goo.gl/Unxfq>
- National Association of Broadcasters (NAB) Show (LV, NV) <http://youtu.be/Ue700FYDPOg>
- TV Next Conference (Silicon Valley, CA): <http://youtu.be/YSrQ-VIokEA>
- Transportation Innovation Workshop with Morgan Rees (NASA) http://youtu.be/Xn5nbMz_Mp0
- GDC (SF, CA) <http://youtu.be/Q82NO4mdG7E>
- Comcast (Denver, CO): <http://www.youtube.com/watch?v=qxmzzPF7JtA>
- Carmel Winery (Israel): <http://www.youtube.com/watch?v=1sDek86RbIg>
- Better Place (Israel/Silicon Valley) http://www.youtube.com/watch?v=C6KQ_T_c5wo
- Entertainment Tech Center-Carnegie Mellon Univ at Electronic Arts: <http://goo.gl/eSs6l>
- Game Developers Conference by Morgan-Rees (SF,CA) <http://youtu.be/Q82NO4mdG7E>
- Casual Connect video gaming show (Seattle,WA) <http://www.youtube.com/watch?v=uvA41Drqzao>
- Morgan Rees covers E3 (LA, CA): <http://goo.gl/Jgwli>
- Game Developers Conference (SF,CA): <http://goo.gl/7jBpH>
- IBC Philips 1-minute Recap (Amsterdam, NL): <http://goo.gl/127H7>