

Denise Ridolfo

Marketing Consultant

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Cumulative Market/Industry Experience

- 10 years communication and storage networking experience
- 9 years pre-IPO experience
 - Cielo Communications
 - TESS Communications
 - Carter-Pertaine Systems
- 6 years working with well-established companies:
 - Hewlett-Packard
 - LSI Logic
- Participation in the following industry associations:
 - Gigabit Ethernet Alliance (GEA)
 - Fibre Channel Industry Association (FCIA)
 - SCSI Trade Association (STA)
 - Storage Networking Industry (SNIA)

Marketing Communications

- Developed, managed and executed Marketing Communications Business plan
- Corporate logo and tag line design and development
- Trade Shows
 - Managed all show related activity
 - Booth design, development and corporate messaging
 - Developed all signage and collateral material
 - Corporate logo merchandise
 - Press/analyst/investor meetings
 - Booth schedules
 - Hotel room reservations
 - Product photos
 - Training
 - Handouts
 - Badge coordination
- 5 years design, development and implementation of marketing collateral
 - Product catalogs
 - Corporate brochure
 - Sales tools
 - Corporate backgrounders
 - Advertising campaign
 - Direct mail pieces

- Product information briefs
- Product marketing data sheets
- Human Resources brochure
- Accountable for 6 Product Awards in 2 years:
 - Cahners Top 10
 - Entrepreneur of the Year nomination
 - Investors Choice
 - Technology and Innovation
 - EDN Hot Products
 - Upside Magazine Hot 100 list

Public Relations

- Established policies and procedures for all press related activities
- Managed all public relations activities for Comdex 2000 - 2 booth spaces, 5 divisions
- 32 articles published in 2 years
- Coordinated activity for Interoperability Lab demonstration for Storage Networking World conference with 47 companies and generated press release and collateral material
- Responsible for development and implementation of press releases, media alerts and press announcements
- Organized, managed and executed press and analyst tours
- Developed press and analyst kits
- Managed introduction of new product announcements to ensure successful product launch to the public sector
- Selected and managed outside public relations firm
- Active placement of articles in industry association magazine and publications

Sales and Marketing

- Development and execution of corporate vision and strategic plan
- Designed, developed and implemented marketing database tool
- Provided marketing and sales support to worldwide sales force
- Organized and coordinated corporate public events
- Established corporate style guide
- Tracked market trends, competition and new opportunities
- Selected and managed outside collateral firm
- Developed and implemented new procedures in the following areas:
 - Phase Review process
 - New Product Introduction
 - Quote procedures
 - Product Returns
 - Order Processing
 - Backlog and Order Acknowledgement
 - Customer Service
 - Special Requests
 - Sales Support
 - Customer Change Notifications
 - Sample tracking and qualification
- Tactical marketing for new product development and implementation

Human Resources

- 15 years management experience
- Team building and development activities
- Established and implemented Human Resource policies and procedures
 - Training
 - Employee performance goals objectives
 - Employee performance evaluations
 - Hiring
 - Firing
 - Consulting
 - Personal development

Training and Development

- Produced 7 sales training videos
- Developed and implemented all training material
- 5 years experience conducting training classes ranging from 2-250 people
 - Management
 - Sales Support
 - Inside Sales
 - Distribution Channel
 - Employee orientation

World Wide Web

- Designed, implemented and managed new web site generation
 - Selected and managed outside contractor
 - Created look and feel
 - Provided all content
 - Designed functionality, flow and site navigation
 - Coordinated graphic selection and automation
 - Managed keyword and search engines
 - Produced monthly status reports

Education

- University of San Francisco: BS - Human Relations and Organizational Behavior
- 7 years, Board of Directors for Girl Scouts of Santa Clara County
 - Board Development Committee chair
 - Self Evaluation Committee chair