

EXECUTIVE PROFILE

Senior technology executive with 25 years of experience in P&L oversight, product and GTM planning, and entrepreneurship in both large scale and start up organizations. Focused on innovating new products, new businesses and digitally transforming new business processes. Operationally focused with a proven track record in driving top line revenue, scaling, and leading businesses, recruiting and on boarding talent. Able to rapidly understand complex technology and vet business cases for investment. Direct industry experience in climate technology, 5G communications, digital healthcare, aerospace and defense, food/beverage, and health/beauty.

PROFESSIONAL EXPERIENCE

MIT Sloan School of Management Cambridge, MA **2019 - Present**

University Senior Lecturer @ Martin Trust Center for Entrepreneurship (part-time)

- Lead teacher for Entrepreneurial Lab where students are paired with startups and work on real projects.
- Co-taught *Building an Entrepreneurial Venture* coaching six student companies to develop and grow their businesses.
- Delta V Board Member – recommend investments for startups based on progress made.

Analog Devices Inc. (ADI) Wilmington, MA **2014 – 2021**

Head of Technology Commercialization/Office of the CTO

Reporting to the CTO of ADI, responsible for driving new technologies from incubation stages to successful high growth businesses. Helped drive the development of the ADI Ocean Climate Accelerator in partnership with Woods Hole Oceanographic Institute. (WHOI)

- Member of the business investment team (\$30M fund) in Analog Garage’s internal incubator vetting new business opportunities, recommending investments from seed to launch and advising on GTM strategies.
- Drove the business case on a smart garment technology to prevent muscular skeletal development injuries in the worker safety and sports and fitness markets.
- Digitally transformed ADI’s innovation culture by creating *ADI Ignite*, a grassroots employee innovation program. Produced content programs that drove ideas and discussions through global networks with the goal of fostering and unleashing virtual collaboration and crowdsourcing of ideas from our entire employee base.
- Worked closely with the CTO setting the Vision 2030 process and the development of ADI’s technology strategy.

Head of ADI Global Branding and Marketing

Led the global marketing organization operating in over 30 countries. Responsible for marketing, creative, thought leadership and content strategy plans to drive ADI’s business goals.

- Managed a team of 60 people with a budget of \$42M designing and executing an integrated global marketing plan including corporate brand, employer brand, and business unit plans.
- Constructed and executed marketing plans in the Automotive, Aerospace and Defense, Communications, Industrial Automation, Instrumentation and Healthcare industries.
- Responsible for all marketing channels including display advertising, search marketing, social media, public relations, trade shows, events, and email marketing.
- Hired and managed seven global agencies to help with creative, content strategy, media planning and production.

ADI - Senior Director- ADI Global Brand Strategy and Development

Led Global Brand Strategy SWAT team. Managed a \$3.5 mil budget and two brand strategists for corporate brand development. Convinced CEO and senior staff to change ADI’s branding and GTM strategy from the previous 52 years.

ADI - Director of Product Marketing – ADI Communications Business

Drove business development and revenue totaling \$30MM for software defined radio technology in the communications infrastructure, aerospace and defense, instrumentation, drone and wireless surveillance industries. Created a product ecosystem and website community (RadioVerse) for ADI customers as a destination to solve difficult radio design problems, redefining traditional purchase patterns.

The Boston Group Boston, MA **2012 -2014**
Brand Strategist – Drove the strategic repositioning of Analog Devices (\$3Billion) brand working with ADI’s CEO and C suite management team. Concurrently, worked with Nortek, Inc. CEO and C suite (\$2.3 billion) global industrial products operating company on restructuring their branding hierarchy.

Research Triangle Institute Waltham, MA **2009 –2010**
Business Development and Marketing Director - Worked with the Assets for Financial Initiative (AFI) and constructed marketing plans to educate low-income populations on financial literacy for young families.

Harvard Business School Community Consulting Partners **2003-2008**
Root Capital, Cambridge, MA
 Conducted a market research study as part of a consulting team of Harvard Business School Alumni, interviewing key contributing stakeholders for this nonprofit social investment fund to affirm strategic direction.

Boston Partners in Education, Boston, MA
 Led a consulting team of Harvard Business School Alumni to refocus the core business plan of this education based non-profit. Constructed a new marketing plan that crystallized positioning and key message points, driving new fundraising efforts.

Terra Lycos, Inc. Waltham, MA **1998-2001**
Vice President and General Manager - P&L responsibility for all US e-commerce web sites. Managed \$30 million in revenue and team of 65 employees including sales, business development, product management, engineering, customer service and operations. Led the due-diligence process, acquisition activities and integration of Matchmaker.com into the Lycos network. Evaluated new technology for investment for Lycos Ventures.

HARVARD BUSINESS SCHOOL AD CAREER DEVELOPMENT, Boston, MA **1994-1997**
THE GILLETTE COMPANY Brand Management, Boston, MA **1993-1994**
General Mills Inc. Brand Management Minneapolis, MN **1991-1993**
General Electric Co. Graduate Manufacturing Management Program, Lynn, MA **1986-1989**

BOARD LEADERSHIP

- Cofounder/Board of Directors for Women’s Foundation of Boston – Boston, MA **2017-present**
- Delta V Board Member, MIT Sloan School of Management **2020 - present**
- Board of Directors for Maranyundo STEM School for Girls – Nyamata, Rwanda **2016-2020**
- President, Board of Directors for Athletes Serving the Community -Newton, MA **2011-2016**
- Board of Directors for Frictionless Commerce, Inc. - Cambridge, MA **2000-2001**
- Board of Directors for Lycos Ventures – Waltham, MA **2000-2001**

EDUCATION

HARVARD BUSINESS SCHOOL Boston, MA **1989-1991**
Awarded Master’s in Business Administration degree
 Awarded Andre Guevorguian scholarship, victim of Pan Am 103, most well-rounded student embodying Andre’s character. Cofounded HBS/Taft Middle School Partnership spent every Saturday mentoring inner city youth.

WORCESTER POLYTECHNIC INSTITUTE Worcester, MA **1982-1986**
Awarded Bachelor of Science degree in Management Industrial Engineering, cum laude.
 NCAA Academic All-American Women’s Basketball. Inducted to the WPI Hall of Fame in 2000.
 SKULL honor society.

