

J MICHEL METZ

Dana Point, CA 92629
407.619.7703 (m)

jmetz@communiweb.net
www.linkedin.com/in/jmetz

SUMMARY

Global Field Marketing Leader with extensive experience generating compelling IT marketing campaigns that increase visibility of new technologies and guide clients through difficult technology overhauls. Adept at creating and delivering persuasive presentations, effectively communicating complex information to upper-level executives and management in clear, concise, and easy-to-understand ways. Expert relationship builder who effectively develops new accounts and strengthens existing client bases. Fluent in French. Core competencies include:

- IT Strategy / Strategic Planning
- Needs Assessment
- System Integration
- System Engineering
- Public Speaking
- P & L Responsibility
- Market and Competitive Analysis
- New Business Development
- Product Marketing / Launch
- Trade Shows / Road Shows

CAREER HISTORY

QLOGIC CORPORATION, Aliso Viejo, CA **2008 - 2009**

Global leading provider of storage area networks (SANs), including high-performance networking and storage networking solutions. Annual sales exceed \$650M with 700 employees.

Senior Outbound Marketing Manager (2009)

Senior Solutions Architect (2008-2009)

Created product messaging and brand awareness for entire line of 20+ products through coordinating marketing campaigns, including trade shows, technical road shows, and video podcasts. Engaged with product launch teams to form methods to bring new technologies to market. Orchestrated on-site field tests of new equipment as well as install and configure new equipment.

- Developed all external communications and presentations for Fibre Channel over Ethernet (FCoE) solution, while fostering strong business partnerships with key vendors, such as Cisco, VMWare, and EMC. Earned company recognition as leader in FCoE field.
- Streamlined and reduced total training materials, while enhancing quality of content in educational presentations, greatly improving employee productivity and product knowledge.
- Liaised between departments for product launches, improving sales, marketing and customer support.

APPLE, LTD., London, United Kingdom **2006 - 2008**

Leading manufacturer and designer of personal computers, mobile communication, and music devices as well as software, services, storage, and networking solutions.

Senior Systems Engineer

Interfaced with clients to determine best-fit solutions involving data centers, servers, and SANs. Responded to RFPs and offered pre-sales consulting to prospective clients. Conducted on-site implementation of solutions, offering post-sales customer support.

- Improved brand awareness in data center space through creation and delivery of ongoing technical seminar series for technical, non-technical, and mixed audiences.
- Attained 112% and 108% of yearly goals for 2006 and 2007, respectively, delivering revenue of over \$100M annually.
- Created and delivered customized technical presentations to clients of all levels. Increased client retention and strengthened brand presence by supporting sales through ongoing technical relationships.

COMMUNIWEB COMMUNICATIONS, INC., Orlando, FL

1998 - 2006

Privately held consulting firm offering services in web marketing, Apple-based servers and storage, and technical training services.

Founder, President & CEO

Directed company operations and day-to-day management of company, overseeing total P&L budget of up to \$120K, while managing 2 full-time employees and 13 subcontractors. Established and maintained business relationships with partners, provided direct consultation to potential clients, presented materials in response to competitive bids, and implemented customer projects.

- Returned company to profitability following dot-com bubble, earning over \$100K in revenue by 2005.
- Established and developed client base, managing over \$500k in outsourced technical assets. Recognized as most senior certified member of Apple Consultant's Network in state.

UNIVERSITY OF CENTRAL FLORIDA • Orlando, FL

1997 - 2000

Public university with over 53,000 students and more than 10,000 faculty and staff.

Assistant Professor

Designed and implemented computer-mediated communication and multimedia curriculum for university. Taught classes in electronic media, multimedia and web design, and other Internet communications topics. Conducted research on future development of Web 2.0, social networking, and mediated affiliation.

- Established strong links with traditional national and local news media during major events, including John Glenn space shuttle launch, which delivered national and international recognition to the school.
- Created model for remote and web-based learning solutions for university that standardized distance education policies.
- Authored and published five peer-reviewed research articles on social networking earning international recognition and reputation.

EDUCATION**Doctor of Philosophy (PhD) in Mass Communication Technology**

University of Georgia • Athens, Georgia

Master of Arts in Mass Communication

University of South Dakota • Vermillion, South Dakota

Bachelor of Arts in Speech Communication

University of Rhode Island • Kingston, Rhode Island

CERTIFICATIONS

Cisco CCNA

QLogic Fibre Channel Professional Certification

Apple Podcast and Streamed Internet Media Administration

Apple Certified XSAN Administration

Apple Certified Directory Services Administration

Apple Certified System Administrator