

Jeffrey L. (Jeff) Deneen, Ph.D.

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Leader with success in B2B marketing, sales, channel go-to-market strategy, market research and customer value management

A proven and passionate leader who supported a \$1B segment of a \$10B public global company; who solves complex business problems through teamwork to deliver strategic, division and customer objectives; who uses an inclusive, multi-disciplinary approach to ensure all organizational segments are aligned and executing to generate revenue and earnings.

- New Product Launch
- Market research
- Channel management
- Project management
- Supported \$1 B revenue businesses in a \$10B international public company
- Process Improvement
- Talent management
- Website development
- Manage multi-million dollar budgets
- Global team leadership of 30 direct and indirect reports

POSITIONS

August 2015 – Present	Part-time Instructor	Jefferson State Community College
July 2014 – July 2015	Director Marketing [Atypon acquired Metapress]	Atypon Systems, Inc.
August 2011 – July 2014	Director Sales and Marketing, Metapress	EBSCO Industries, Inc.
January 2009 – August 2011	Principal [www.17sts.com]	17 STS Marketing
May 1984 – January 2009	Director, Marketing, North America	Nortel Networks, Inc.
	Director, Enterprise Marketing	
	Director, Market Research, Global Advertising	
	Director, Customer Loyalty & Value	
	Manager, Product Marketing/ Market Development	
	Manager, HRIS	

SELECTED ACCOMPLISHMENTS

Channel Management

- Drove more than \$800M of associated revenue through multi-tier distribution.
- Delivered committed revenues of \$370M in 2007 and \$290M in 2006 while exceeding margin targets and meeting ROI expectations, by creating commercial offers through marketing campaigns for re-sellers and carrier channels; recognized by CEO in 10Q and 10K financial reports for contributing to the growth of the business; received a Global Marketing Board Award.
- Implemented Optical distribution strategy by managing sales operations, sales, support and contracts organization; directly managed a team of four professionals in various locations while reporting to the VP Marketing of Enterprise Solutions.
- Managed the team that introduced processes to allow sale of carrier-focused Optical products in the enterprise market segment, enabling Nortel to reach 90% of sales goals of \$200M for the new segment.

New Product Launch

- Positioned the company as the leader in an emerging technology while preserving leadership status in existing segment during transition from two software streams to a single stream.
- Designed and implemented initial channel strategy for the innovative technology.
- Drove the market introduction of Multimedia and Voice over Internet Protocol (VoIP) enterprise products to established distribution channels, including defining sales and service competency models that positively impacted Nortel's market share in a difficult market.
- Collaborated with Microsoft to introduce to the North American market an integrated communications platform that produced new market share for both companies through resellers and carriers.

- Responsible for NPI process for digital phone system Voice Mail and Applications Toolkit and \$33M of resulting annual revenue; process included Market Requirement Documents, review of Commercial Specifications, coordination of Operations and Marketing Development activities for U.S. marketing.
- Delivered a market-leading application that captured number one market share for its category within two years of introduction.

Process Improvement

- Steered system changes that reduced the time to market for channel commercial offers from 6-8 months to 4-5 weeks, increasing the velocity of market acceptance and revenue for Nortel.
- Created new Order Management scheme to meet revenue targets by allowing enterprise channels to deliver Optical products, including integrating them into catalog, service and support processes.
- Initiated marketing program that combined products from multiple divisions into a single order.
- Formulated ISO Certified Global Customer Value Management survey, including detailed regional and line of business reporting to support performance evaluation and pay for all company divisions.

Website Development

- Analyzed short comings in current sites and managed re-development focused on user experience
- Managed to launch design, IT, and marketing departments to deliver rich, engaging, end user experience and social media integration
- Managed ongoing SEO, reporting, and site updates.

Sales

- Responsible for \$7 M in annual revenue for a small SaaS organization
- Responded to more than 60 RFPs and won more than 20 in two years. In the last year, I worked to move key clients to the acquiring company.

Market Research

- Directed cross-functional team developing predictive, statistical model that linked Employee Satisfaction, Customer Satisfaction and Shareholder Equity. Model analyzed and isolated leading indicators for changes in shareholder equity; received the President's Innovation Award for this project.
- Directed the design and implemented company's first global brand tracking survey, including analysis and reporting, that was in use 10 years and allowed Nortel to understand the brand's perception trends and adjust advertising spend to meet corporate financial objectives.
- Steered business units research projects within the context of the business goals.
- Completed more than 40 research projects in 1999; 20 in first half of 2000.
- Managed \$2.6M budget and relationships with external agencies.

EDUCATION

DOCTOR OF PHILOSOPHY, Sociology, Texas Woman's University, Denton, TX
 MASTER OF ARTS, Sociology, Texas Woman's University, Denton, TX
 BACHELOR OF ARTS, Texas Tech University, Lubbock, TX

AWARDS - PROFESSIONAL ACTIVITIES - MEMBERSHIPS

Global Marketing Board Recognition for IPT 1-2-3, 2006
 President's Award for Innovation, Nortel for CSAT – ESAT modeling, 1997
 CATSCE Participant with Microsoft, CIBC, Disney and others, 1998-2000

COMMUNITY ACTIVITIES

United Way – Visiting Allocation Team
 Magic City Miracle - Site Leader, Volunteer, Marketing Consultant
 Home Building for Rural Farming Community in Nicaragua
 American Red Cross – Blood donor
 Habitat for Humanity – Volunteer homebuilder
 Singing in Church Choir

HOBBIES

3 D Printing and Home Network setup and management including VoIP