

# Dave Hurley

## SR. CHANNEL MARKETING MANAGER

Specialist in the creation of new and engaging programs, promotions and tools for global manufacturers to empower their resellers and customers

### CORE STRENGTHS:

- Strategic & tactical outbound marketing
- New product and program launches
- PR and social media platform communications
- Training and enablement tools via in-person or web
- New vertical market identification & positioning
- Tradeshow and event management
- Media production for the web and television
- International programs in EMEA, APAC and LATAM

### PROFESSIONAL EXPERIENCE

#### **WW Program Manager, HGST, a Western Digital Company**

**Nov 2011 – Present**

Helped to double the TAM by exposing, championing and driving into an adjacent vertical market with minimal messaging changes. Created and drove an ambassador/affinity program NAM, APAC and EMEA of key influencers that permeated including collateral, presentations, trade shows, road shows and sales and enablement tools including on-line, social and search media.

- Built a global awareness program to 10MM followers through social media platforms via ambassadors and affinity groups.
- Set-up initial GTM program plan for roll out, on-line presence, logo, and launch materials and collateral.
- Planned and executed major and minor trade shows as well as custom partner road shows and events.
- Produced a wide variety of content for the web including testimonials, promos and webinars.
- Maintained educational and pro vertical channel relationships through industry events and support.

#### **Independent Marketing Contractor**

**Oct 2010 – Oct 2011**

Specialized in supporting start-up technology companies produce clear and concise messaging and imagery for consumer facing pathways to market including collateral, presentations, trade shows, road shows and sales and enablement tools including on-line, social and search media.

- Set-up launch and brand marketing materials for government facing energy fuel cell think-tank.
- Designed and instituted a go-to-market plan for a new high-resolution audio company.
- Developed new brand identity with all outbound materials for a network security company.

#### **Sr. Mgr. WW Retail Marketing, SanDisk Corporation**

**July 2008 – Oct 2010**

Responsible for product launch planning, life cycle management, development of MRDs, presentations, product demos and reported on ROMI. Oversaw a \$5MM budget. Developed and delivered all sales and channel training materials including industry trends, forecasts, product value proposition and competitive positioning. Assisted with the design, development and testing of product packaging and collateral. Participated in international cross-functional teams. Worked with top retail accounts in NAM, EMEA and APAC as well as developed new programs in BRIC countries.

- Delivered a 360° marketing campaign for retailers resulting in a 10-23% lift in sales across NAM and EMEA countries.
- Drove global branding campaign for all retail lines producing the highest ROI results in 5 years.
- Created award-winning tradeshows, product videos and on-line, social media based campaigns with high return.
- Managed agency and vendors for creative, translation, media buys and on-side event promotions.
- Drove initiatives to co-brand products with Sony, Microsoft and Nintendo.

#### **Director of Marketing, Home Director Inc.**

**Jan 2004 – April 2008**

Responsible for direction of product brands, promotional events, collateral and point-of-sale for three corporate subsidiaries from residential integration services and consumer electronics manufacturing to partnership programs between Fortune 100 companies. Oversaw a \$2.5MM budget. Directed the introduction of products to distribution channels. Drove promotions and programs requiring cross-functional input and support.

- Developed co-branding partnerships with Sears, Cox, Charter Cable, Monster Cable, Bosch, D-Link and Napco.
- Developed products in the data, voice and video segments with full life-cycle plans from patents to EOL.
- Oversaw all marketing functions including PR, Enablement and Customer Support for subsidiaries.
- Produced national trade-show events and internal corporate meetings including press conferences.
- Administered national dealer program for Sears growing dealer base 20% YoY.

**Regional Sales Manager, Troxell Communicaions****Aug 2002 – Jan 2004**

Responsible for sales and marketing of A/V and broadcast product brands for Education, Government and Enterprise. Managed to maximize profits and minimize expenses. Ensured the achievement of territory sales/profit goals. Assessed area potential and developed annual business plans to ensure development of current business and the addition of new business. Generated relevant reports for Market Managers and Corporate management as needed. Analyzed the regions financial and operational performance.

- Grew customer base by 12% YoY • Grew revenues by 8% during tenure.

**Director of Marketing, Universal Internet****Jan 2001 – April 2002**

Developed corporate identity and product branding strategies for wireless broadband services. Accommodated nationwide marketing strategy for ISP roll-ups. Managed several agencies, vendors, and consultants in the wireless broadband arena. Assisted with marketing analysis of acquisitions during venture capital and purchase phases. Created direct mail marketing campaigns and offers.

- Introduced artwork and messaging for campaign rollouts resulting in 10% lift in customer acquisition.
- Created and delivered presentations for community portals and the development of physical infrastructure.
- Researched customer demographics for feature and option programs delivering 8% higher take rates.

**Director of Marketing, SmartAMERICA Corp.****May 1999 – Sept 2001**

Created and operated a dealer sales organization for the residential structured wiring market. Developed and launched a complete line of structured wiring components and home control products. Implemented a comprehensive marketing strategy for North and South American markets. Customers included the home theater retailers, integrators and top 100 builders. Developed and delivered marketing and training materials with Lucent, Avaya and ADT.

- Oversaw North American launch of the brand through trade media, trade shows and sales materials.
- Produced Store-in-a-store concepts and marketing materials for partners Shea, Pulte, D.R. Horton, and KB Home.
- Established marketing and sales procedures, programs and techniques for reps and the direct sales force.

**Consumer Products Channel Manager, Videonics Inc./ Focus Enhancements****1989 – 1999**

Defined product direction, feature sets, and user interface. Managed in-store merchandising for US retailers. Introduced training programs throughout North America. Managed and developed major key accounts including: Radio Shack, Best Buy, Costco, Fry's Electronics, Tweeter, B&H Photo, CompUSA, Circuit City, Ritz Camera.

- Developed retail brand presence from company start-up to IPO to acquisition.
- Opened up new vertical markets of prosumer video production, 3D compositing and video for education.
- Developed and delivered a seminar series resulting in over 50,000 paid attendees in 5 years.

**PERSONAL ACHIEVEMENTS**

- OMA Award for the Sansa Clip+ Mp3 Music Player Display in Radio Shack
- Best Booth Award at the 2009 Consumer Electronics Show (Battle of the bloggers)
- Telly Award for excellence in commercial video advertising (2010)
- Created a 360° campaign in EMEA resulting in record sales lift across the region

**TECHNICAL PROFICIENCY****Software:**

Eloqua and Salesforce.com, Constant Contact, Final Cut Pro, Photoshop, InDesign, Illustrator, Lightroom, Acrobat Pro, Word, Excel, Project, Basic HTML, WordPress, Google Analytics

**Trade Shows / Media:**

Planning, set-up / tear-downs, prompters, script writing, live camera events, post-production, product shots, corporate conventions, investor meetings, streaming content distribution, video conferencing.

**EDUCATION**

**BA Degree – Communications** (Cum Laude) SAN DIEGO STATE UNIVERSITY 1986

**AA Degree – General Ed** (Minor in Business) CABRILLO JR. COLLEGE 1984