

CATRINE CHARRON

(wk) 510-595-7331 (cell) 530-412-1603 - [LinkedIn](#) - catrine_charron@netchannels.com

SUMMARY

Marketing executive focused on making “game-changing” impacts for both large corporations and start-up ventures, globally and locally. Expert at developing and executing revenue growth strategies and getting results within a short timeframe. Experienced leader in cloud computing, direct and indirect sales models, strong customer engagement & rich experiences. Galvanize executive engagement to develop the company’s vision and execute with operational precision. Lead by example, build a vibrant culture, and make people love their jobs.

WORK EXPERIENCE

Netchannels

1995 - Present

CEO & Founder

- Entrepreneur who built a business from the ground-up by hiring & leading a strong network/team of people with expertise across all marketing disciplines for over 20 years
- Executive problem solver who advanced market positions for clients with experience, competence, and passion for driving change
- Led strategy, design, and execution of a wide spectrum of growth strategies including: **Geographic Expansion, Channel Development, & New Product Introduction**
- Focused on digital business transformation bringing value proposition to decision makers, leveraging customer-generated data, and engaging influencers to become advocates
- Achieved measurable results through technical knowledge, relationships, experience, and operating expertise

Select Customer engagements:

[Growth Strategy: iOS for Retail/Hospitality Market Expansion](#)

Apple – Increase market penetration

Increased Apple’s corporate resellers selling skills for iOS devices in the retail/hospitality sector by revamping and sharpening messaging of their sales tools. Focused on customer acquisition & retention; lower operating costs, and employee productivity boost. Capitalized on technology drivers such as Mobile, Cloud computing, new Payment methods, and Business Intelligence.

[Growth Strategy: Channel Development](#)

CenturyLink – Cloud Services Resell through Channels

Scaled revenue from \$29M to \$75M in under 3 years by driving net-new reseller revenue for Savvis (acquired by CenturyLink). Pioneered the Cloud Reseller program recruiting and enabling partners to resell Managed Services & Cloud offerings worldwide. Partners included Avnet, Cognizant, Virgin Media Business, SAP, Cisco, HP, EMC, NetApp, Bharti/Airtel. [Savvis Partner Portal](#) , [CRN Press Article](#)

[Growth Strategy: New Product Introduction](#)

Cisco Systems – From pure Hardware play to entering Software/Services Business

Played a key role in propelling Cisco Network Management solutions revenue from \$500M to \$800M by executing a launch strategy for 3 new solutions for network/application performance and change management, establishing Cisco as a serious contender in this space for the first time. Articulated crisp positioning, created an actionable marketing plan for the field, and aligned the organization to ensure its effective execution. Received extended press coverage: [#1](#), [#2](#), [#3](#), [#4](#)...

[Growth Strategy: Vertical Industry growth](#)

ForeScout – Drive compliance via PCI

Pushed ForeScout, a network security company, into the Financial and Retail marketplace by delivering new content focused on PCI compliance, mapping their solution to PCI requirements. Customer facing content included vendor neutral pitch and [solution brief](#)

[Growth Strategy: New Product Introduction](#)

MLSListing – Big Data and Analytics Solution Go-To-Market

Created a new revenue stream by launching a SaaS-based Analytics solution for the real estate community. Positioned the company to compete with new comers such as Zillow, Realtors.com, and Trulia. Rapidly executed on the strategy, rolling out the launch plan within 8 weeks. [Aculist](#) Revenue numbers not yet available.

[Growth Strategy: New Market Presence](#)

Start-up - Centor Software: Corporate and Product Branding

Contributed to Centor's revenue growth with large account such as Ford Motors, GM, Bosch by revamping their brand and delivering a compelling and relevant message/positioning for this start-up company. Built the team to execute and deliver all brand assets within 6 weeks.

[Growth Strategy: Penetrate the Enterprise Marketplace](#)

Adobe: Alliance Marketing

Helped Adobe grow their form server revenue from \$0 to \$4.3M in a year (2004) by executing their first Enterprise partner program for ISVs and SIs in State and Local government, Life Science, and Financial Services. Closely worked with EMC and IBM marketing teams to develop & execute integrated vertical lead generation programs, drive partners and associations roadshows, and build the sales pipeline for Named Accounts.

[Growth Strategy: Geographic Expansion](#)

Asknet: Branding

Established and grew the market position of Asknet as a global player for eSales in the Digital Marketplace by developing a clear, differentiated brand and product messaging.

Helped increase product sales that included localized support, global payment options, and best of breed e-marketing programs. The major re-brand included messaging, positioning, and value proposition and all branding assets [Asknet](#)

The Santa Cruz Operation

1991 – 1995

Director of Marketing – North America

Led Enterprise and Channel Marketing achieving unprecedented results in end user demand generation and channel recruitment. Launched creative recruitment campaign based on *Pride, Fear, and Greed* and a compelling reseller program resulting in 8,000 leads (5.75% response rate) and propelled increase in new partner recruitment, loyalty, renewal rates, and jump in revenue.

Senior Manager - International Marketing

Creatively provided marketing services to Pacific Asia, Japan, Latin America, and Canada stretching scarce resources to increase awareness and revenue. Organized events for local distributors (Hong Kong, Indonesia), launched products, and localized collaterals for regional markets. Created joint marketing plans with our first distributor in Beijing and developed ad campaigns in Taiwan.

ADDITIONAL SKILLS

- ✓ Well-rounded technical knowledge of enterprise technology: Cloud, Data Center-Virtualization, Networking & Security, and Enterprise Applications.
- ✓ Understand digital strategies and its impact on transforming businesses
- ✓ Master the mechanics around SaaS, IaaS, PaaS business model
- ✓ Methodology, analytics, and processes for strategy and planning
- ✓ Industry knowledge such as Financial Services and Healthcare
- ✓ Excellent speaker with both internal and external audiences
- ✓ Founder of [Leaders in Technology Marketing](#), a networking group promoting women in technology
- ✓ Passionate mentor of up-and-coming talents

EDUCATION

MBA – Illinois State University

Awarded Outstanding MBA student of the year

B.S. in Marketing and International Business – ESSCA – France