

Confidential Curriculum Vitae: **Steve Knowles**

Key Competencies:

- Strategic marketing/planning, including market segmentation analysis, competitive analysis, revenue projection, pricing, platform planning.
- Extensive experience in enterprise software marketing, especially client/server middleware and relational database systems, and applications (ERP systems, Human Resources and SCM).
- Established relationships with key analysts and press, particularly in ERP and client/server middleware spaces. Proven understanding of and ability to rollout products and companies to analysts and press.
- Extensive experience in development of corporate and product collateral and sales tools.
- Experience with traditional and web-based marketing and lead-generation; I know what works and what doesn't, and how to design measurably successful programs.
- Experience with intellectual property, trademark, and technology partnership issues and negotiations.
- Understand the relationship between marketing and a successful sales process.

1997 – 1998

Net-It Software Corporation

Web document publishing

Vice President, Marketing

Worked with executive team to define and implement sales process for \$5000-\$10,000 Intranet publishing product. Defined and managed corporate collateral strategy, product technical direction, market awareness programs and lead generation activities. Defined and managed innovative and successful internet-based lead generation programs including web site, banner ads, direct e-mail and "E-zine" campaigns which increased traffic from 800 sessions per day to over 3500 sessions/day, and generated over 4500 leads per quarter. Represented the company with industry and financial analysts and the press.

1995 – 1997

InPower, Inc.

client/server applications software

Vice President, Marketing

Developed and rolled out corporate identity and product line for new client/server human resources applications vendor. Built marketing department from the ground up. Defined and managed corporate image, corporate collateral strategy, product technical direction,

