



**VP of Sales & Marketing at NaturalPoint Inc.****9/2004 – 3/2007**

- Coordinated all business development and sales efforts for all product lines, resulting in a steady increase in yearly sales from \$700k to over \$2 million.
- Created comprehensive marketing plans for each product that identified key strategic goals for the brands.
- Implemented tactics to support those goals including cultivating dedicated user communities around the globe for all of our different products.
- Oversaw details of numerous trade shows, press releases, direct mail campaigns, online and print advertising.
- Managed a worldwide dealer network, enhanced the product website(s), worked on direct sale efforts, reviewed customer feedback and suggested new features.
- Primarily responsible for writing all copy for ads, newsletters, website, manuals and social media sites.

**Education**

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**College of Business, Oregon State University****June 2004**

Masters of Business Administration

Cumulative GPA: 3.46

**Oregon State University****June 2003**

Bachelors of Computer Science

Cumulative GPA: 3.20