

- Staff of 2 direct reports, with shared Financial officer, receptionist, etc
- Manage day to day client liaison
- Work at a senior (CEO) level with all clients
- Provide consultancy advice, added value services from pure PR to strategic marketing ideas and concepts
- Responsible for company direction and growth
- Manages all media relations
- Writes all press releases, collateral and websites for clients
-

2002 – 2004

IGEL Technology (Thin Clients) Fort Lauderdale, FL, USA
Marketing Director

Responsibilities:

- All marketing related activities – strategic and tactical
- All Strategic Partner Alliances and Programs – implementation and management
- All PR activities – media and analysts
- Create, plan and implement marketing programs to establish IGEL in the North American market
- Build channel & channel sales
- Create collateral and all deliverables for the N American markets
- Americanize all company communications and information
- Propose, plan and manage all events
- Establish the US President as a leading expert on thin client technology
- Create brand awareness for the IGEL brand and products
- Manage US office in absence of the US President
- Create and manage the US website

2000 – Nov 2002

Tarantella, Inc (Previously SCO – see below) Santa Cruz, CA, USA
Manager World Wide Marcoms
Manager Field Marketing, Americas and Asia Pacific
Manager Global Public Relations

Specific achievements:

- Agency management - USA & Europe (16 staff)
- Managed analyst relations
- Increased PR coverage & media interviews both domestically & internationally
- Implemented global PRM/lead management system (ChannelWave) – a \$500k (USD) project
- Implemented global response management and fulfillment program – a \$250k (USD) project
- Managed web team
- Managed all Corporate ID
- Introduced new corporate collateral
- Designed and managed global training and education program
- Designed and implemented Customer Advisory Panels in US, Europe & Federal markets
- Managed & coordinated corporate events
- Reported to Vice President International Marketing

1999 - 2001
USA

The Santa Cruz Operation (SCO) Santa Cruz, CA,
Enterprise Marketing Manager
Manager Field Marketing, Americas and Asia Pacific

Specific achievements:

- Relocated from South Africa to Corporate HQ
- Managed team of 8 US marketing professionals

- Designed and managed global channel and direct sales programs
- Managed distributor and VAR events
- Managed strategic partner programs & sponsorships
- Managed channel co-op budgets

1997 – 1999 **SCO Africa & Middle East** Johannesburg, South Africa
Regional Marketing Field Manager

Specific Achievements:

- Design and implementation of channel marketing program
- Implementation of Partner Program
- Managed and co-ordinated all Partner training
- Managed distributor marketing
- Managed all co-op budgets
- Designed and implemented regional web site
- Implemented regional partner certification program
- Managed regional training and education centers
- Managed alliance partner program and activities
- Established Country Manager as a UNIX expert with local media

1990 - 1996 **Bauhaus Marketing Communications /Corporate Image Ltd**
Johannesburg, South Africa
Partner (self employed)

- Clients included: SAP SA, IBM Global Services, South African Breweries, Compass Insurance, National Assoc of Women Business Owners, SCO, L'Oreal, African Oxygen, SA Women's Golf Assoc., SA Women's Open Golf Tournament
- Part time editor IT Review - official publication of the SA Computer Soc.
- Director - UniForum SA

1988 - 1989 **Bustech International** Johannesburg, South Africa
Marketing Manager/General Manager

- Company was a Master Distributor for SCO, Informix, 3Com, etc
- Company liquidated in 1989

1986 - 1988 **EDP Ltd** Johannesburg, South Africa
Marketing Manager

- Company was the regional agent – sales & development for several IBM Mainframe software products – including the predecessor to CA

1977 - 1986 **Control Data SA (CDC)** Johannesburg, South Africa
Technical Librarian
Marketing Services Manager

Specific Achievements:

- \$5 million budget for Public Affairs (CSI)
- Video production and editing
- Planning team member for new premises move
- Designed and managed in house conference center
- Company was the 3rd largest computer company in the world, with 75 000 employees

Previous History:

- De Beers Diamond Research Laboratories; Technical Librarian
- The Republic Observatory; Technical Librarian

•AECI Midland Factory; Laboratory Technician, Technical Librarian

Other Milestones/Highlights:

| | | |
|--------------------|--|-------------|
| Unix Times | Editor (Johannesburg) – part time | 1989 - 1990 |
| IT Review | Founding editor, Managing Editor, Contributing Editor (Johannesburg) – part time | 1991 - 1995 |
| UniForum SA | Director – voluntary/voted position | 1989 - 1996 |

EDUCATION:

| | |
|--|------|
| Sowerby Bridge Grammar School, UK | 1963 |
| - GCE O Levels: Math, Physics, Chemistry, Biology, French, English Language, English Lit., Geography | |
| University of South Africa | 1975 |
| - BBibl (1 year - Librarianship) | |
| Damelin Business College, Johannesburg | 1982 |
| - Diploma Public Relations (Distinction) | |

TRAINING COURSES:

- Speed Reading
- Finance for Non-Financial Managers
- Interpersonal Skills
- Brain Dumps & Mind Maps
- Management By Objectives
- Selling Principals
- Mentoring Skills
- Effective Trade Show Design & Management
- Channel Training - Channel Focus
- Presentation Skills..... & many more...