

## **RANDOLPH B. QUINN**

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**Objective:** I seek an opportunity to make a positive difference within a technology-driven company using my MBA, bachelor of science in physics, and 10+ years in marketing and product management.

### **CAREER SKILLS / KNOWLEDGE**

- Strategic Marketing / Business Case Development
- Promotional Strategies / Product Launches
- Life Signs Monitoring / Pulse Oximetry
- Marketing Collateral Management
- Business Models / ROI
- Social Marketing / Financial Analysis
- Value Proposition / EBIT / Contribution Margin
- Patient Safety / Clinical Decision Support
- Salesforce.com CRM / Acton / Hubspot
- TCP/IP / Data storage / Cloud
- RTLS / RFID
- Virtualization / VMware
- Strategic Plan Development and Execution
- Ethnographic Research / Voice of the Customer

### **BUSINESS EXPERIENCE**

#### **Avere Systems, Pittsburgh, PA**

##### **Director, Field Marketing**

2011 — 2013

- Successfully led Avere's participation in 14 large corporate trade shows (domestic and international) as well as 18 local and regional events in 2012.
- Increased leads generated annually from 2011 through 2012 by 40% and increased lead conversion rate as measured in Salesforce.com from below 1.5% to over 5%.
- Project managed the creation of the *NAS Optimization for Dummies* book, co-developed with Wiley Publishing. Pulled together content from Subject Matter Experts, edited the entire book, including illustrations, and wrote Chapter 3: "A New Storage Paradigm."
- Developed case studies of customer solutions in media & entertainment, pharmaceutical development, virtualization and financial analytics.
- Created web landing pages to collect prospect information, and generated nurture emails in a "drip" campaign for "top of funnel" prospects.
- Mastered Salesforce.com CRM and Hubspot marketing automation to track marketing campaigns.

#### **Philips Respironics, Monroeville, PA**

##### **Sr. Global Product Manager, Monitoring / Manager, Marketing Services**

2008 — 2011

- Provided global strategic management for the industry-leading family of infant apnea monitors.
- Established and maintained product roadmaps and drove next-generation product development, which included Cellular and WiFi communications capabilities for Home Medical Equipment.
- Managed the team of marketing helpdesk and trade show support.
- Led the product and corporate rebranding of ChMV to Philips; interfacing with Philips' Design group in Andover to rebrand products to "People Focused, Healthcare Simplified."
- Led the strategic branding of Children's Medical Ventures with the *Universe of Developmental Care Model* to establish ChMV as the worldwide leader in developmental care.

#### **McKesson Corporation, Cranberry, PA**

##### **Product Marketing Manager, New Product Development & Medication Safety**

2004 — 2008

- Built business cases and managed the market launch of three McKesson products in less than three years.
- Nominated for McKesson Automation's President's Award of Excellence 2005.
- Generated VSOE (Vendor Specific Objective Evidence) pricing for new products to enable McKesson to quickly recognize revenue after declaration of product General Availability.
- Negotiated reseller agreements to expedite time-to-market for value-added McKesson solutions. Partners included Rubbermaid Medical Solutions, PanGo (RTLS) Networks, and IDENTEC (RFID) Solutions.
- Brought to market IntelliShelf-Rx, an RFID-enabled dispensing software system for hospital pharmacies.
- Drove the development of a "Bedside Back" solution marketing strategy to highlight the benefits of McKesson's Medication Safety portfolio of healthcare automation products versus the competition.

**Freelance Marketing and Product Management Consulting, Pittsburgh, PA**

***Principal***

2003 — 2004

- Provided consultative marketing and product management expertise to technology companies that included Sonic Foundry and BxVideo.

**Sonic Foundry, Inc., Wexford, PA**

***Senior Strategic Marketing Manager***

2002 — 2003

- Generated financial and market analyses to size new market opportunities and inform corporate strategy.
- Generated marketing plans, product cost structures, and value propositions for the MediaSite Live webcasting product
- Created a Total Cost of Ownership (TCO) model to highlight cost-effectiveness versus competitors.
- Provided logistics for tradeshow that included *Infocomm, Presentations and Training, and Learning and Training Week.*

**Marconi Communications/FOR Systems, Inc, Warrendale, PA**

***Product Manager***

2000 — 2002

- Drove marketing strategy worldwide for a family of service provider Internet routers generating \$20 million in revenue annually.
- Developed and delivered value-proposition-based sales presentations to audiences around the world that resulted in product trials and purchases in Malaysia, Hong Kong, South Africa, Australia, the United States and the United Kingdom.
- Performed competitive market analyses over all telecommunications segments including Regional Bell Operating Companies (RBOCs), Competitive Local Exchange Carriers (CLECs), and large enterprises (e.g., universities, federal government).
- Developed financial analyses used by senior management to make “Go/No Go” decisions for releases.

***Marketing Manager***

1997 — 2000

- Managed strategic partnerships with Internet/intranet application vendors, including Optibase (MPEG encoders), Baxxal (remote-controlled cameras), and Stellar One (set-top boxes).
- Supported joint-venture demonstrations at partner sales conferences and industry trade shows including the National Association of Broadcasters and the Sea Cruise cruise-ship industry trade show.
- Managed and led the re-branding from FORE Systems to Marconi across all product lines.

EDUCATION

**Executive Education Program in Medical Marketing  
University of California at Los Angeles (UCLA)**

**MBA, University of Pittsburgh**

Concentration: Marketing and Finance

**Bachelor of Science in Physics, University of Pittsburgh**

VOLUNTEERISM

Member of Rotary International since 2004

President of Upper St. Clair/Bethel Park Rotary International Club for 2010/2011 year.

Volunteer teacher for Junior Achievement of Western Pennsylvania.