

DAN GEIGER

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(650) 799-7477

Los Altos, CA

PROFESSIONAL PROFILE

Marketing leader, highly skilled at building share and revenue for innovations in enterprise markets.

Build global markets *for application, cloud, network, and mobile products and services*. Extensive experience with market strategy, product marketing and management, industry thought leadership and speaking, C-level relationship building, and all aspects of outbound marketing:

- As Kabira's Director, Product Marketing *boosted new customer base by 200% in key verticals*.
- As Group Mgr, Routing & Switching Marketing at Cisco *attained \$1.3B program marketing goal*.
- As BEA's Director, Industry Solutions *transformed WebLogic brand and drove \$50M in new sales*.
- **Contributing to IPOs or acquisitions at 3 of past 7 companies.**

KEY SKILLS

- ✓ **Grow Revenue and Share:** Translate deep market insights into highly evolved offerings and build sizable revenue streams with winning strategies, campaigns, and programs.
- ✓ **Build Brand and Leadership Position:** Develop global awareness, articulate market-leading vision, create superior product and solution differentiation, and demonstrate superior business value.
- ✓ **Craft Winning Go-To-Markets:** Build traction with customers, partners, and thought leaders.
- ✓ **Deliver Sales Traction.** Grow pipeline with strong programs and collaboration with Sales and partners.

EDUCATION

MBA, Stanford Graduate School of Business, Stanford, CA

BA, cum laude, Harvard University, Cambridge, MA

PROFESSIONAL EXPERIENCE

Infonetics Research, Campbell, CA

2008—2009

DIRECTING ANALYST for leading networking and telecom oriented industry analyst.

Led next gen OSS research, growing customer base and building position within emerging services.

- Delivered major Next Gen Network Report and multiple analyses of industry trends. Placed numerous articles in the press and led industry forums and initiatives.

Kabira Technologies, San Mateo, CA

2006 to 2008

DIRECTOR, PRODUCT MARKETING for enterprise focused, real-time database software vendor (\$30M/yr).

Built product strategy and market awareness, delivering new product, and expanding global sales.

- Kabira's telecom offerings had become stale. Focusing on product management, product marketing, and thought leadership, increased presence, launched new product, and solidified telecom business.
- In first full year, grew company sales by 34%, increased industry coverage eight-fold, and boosted new-customer acquisition by 200%.

Cisco Systems, Inc., San Jose, CA

2005 to 2006

GROUP MANAGER, ROUTING & SWITCHING MARKETING

Led company's largest, revenue producing marketing program; exceeding aggressive target.

- Ran installed-base migration marketing program—for flagship routing and switching product lines.
- Built and implemented program, driving alignment between Sales, Finance, and Marketing.
- Achieved \$1.3B program revenue target within one year, and increased global sales by \$75M via initiative with Cisco's leasing organization, a Cisco first. This success became a model for Cisco.

BEA Systems, Inc., San Jose, CA

2003 to 2005

DIRECTOR, INDUSTRY SOLUTIONS for \$1B/yr. middleware provider to enterprise customers.

Expanded and rebranded software middleware product line, growing sales 20%/Yr.

- Despite its leadership position in the Telecom middleware market, BEA's license sales had stalled, creating need for company to extend its telecom reach via expanded platform and application sales.
- Developed a plan with a new set of partners, solutions, and products to capitalize on industry opportunity. First created the platform architecture and then recruited the partner ecosystem. Tested multiple opportunities with partner-led solutions. Qualified opportunities, then worked with Business Development to justify business cases and product acquisitions.
- Within eighteen months, launched two new telecom applications and two turnkey partner solutions. Enabled 1,000 salespeople to sell new offers and rack-up \$50M in new revenue, spurring BEA growth.

Corporate Smarts Software, Los Altos, CA

2002 to 2003

VP MARKETING for a software startup in the enterprise knowledge-exchange space.

Built pipeline and garnered financing during difficult industry downturn.

- The company's greatest challenge was to identify prospects that would buy \$100K-plus software during the technology downturn. Created visibility by working with Sales to build prospect lists for quarterly email campaigns, by bootstrapping a demo program, and by providing sales tools to support direct selling efforts. Demo program had strong pull, encouraging a dozen participants.
- Guided Marketing efforts through a successful round of financing.

Lucent Technologies/Livingston Enterprises, Alameda, CA

1996 to 2001

DIRECTOR, PRODUCT MARKETING

Led Product Marketing for Lucent's \$1.5B Edge Access Business Unit, gaining #1 market share.

- Lucent's purchase of Ascend decimated its Product Marketing staff, putting \$1B of business in jeopardy. Rebuilt the entire Product Marketing organization in just eight months. Developed a group vision built on innovation, professional growth potential, individual authority, and teamwork.
- Within a year the new team launched five new products, contributing an additional \$500M, retaining market-share leadership, building clear, competitive differentiation, supporting a 3500-person global sales force, and working hand-in-hand with CorpCom and Product Management.
- To counter Cisco's aggressive forays into the remote-access server market spearheaded an effort that entailed re-positioning Lucent's products, proposing an expanded market with "Universal Port," to provide industry's first access-server product to support both data and voice traffic. The new product built over \$100M in sales and created market leadership in a new industry segment.

Product Line & Program Manager for Livingston, contributing to the \$600M Lucent acquisition.

Netopia/Farallon Computing, Alameda, CA

1994 to 1996

PRODUCT LINE MANAGER for provider of Internet networking and software for enterprises (\$30M/yr).

Delivered game-changing product, enabling successful IPO.

- Netopia needed a new, breakthrough product to reenergize its flagging brand. Proposed new high-speed networking product that reshaped the company, and enabled Farallon to gain a strong foothold in the high-speed, Internet connectivity SMB and educational markets.
- Product's momentum enabled IPO four months after launch and, ultimately, Motorola's \$300M purchase.

Previous relevant positions include:

Director of US Programs for Prognostics Research (Menlo Park, CA), a software, hardware, and communications industry analyst—managed U.S. Programs, contributing 40% of total company revenue.

Western Regional Sales Manager for Shintron Company (Cambridge, MA), a manufacturer of video special effects systems for industrial and broadcast applications—managed network of 15 resellers.