

DARIAN GERMAIN

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Remote/Hybrid

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Marketing leader specializing in cloud-based, enterprise software platforms and communications technologies. Proven success in marketing strategy and planning, digital marketing, demand generation/ABM, analyst relations, thought leadership program and content development, and sales and channel enablement. Versatile experience - from managing agencies and teams at large corporations to serving as hands-on, player-coach at startups.

Work Experience

Marketing Vice President, MediaPlatform

05/2018 to 06/2024

Led significant rebranding effort for MediaPlatform including complete brand guidelines, new website, and strategic company positioning resulting in the modernization of the MediaPlatform brand and software user interface. Researched and identified a Total Addressable Market of 4,000+ U.S. companies, and five user personas engaged in complex sales process, for MediaPlatform products. Built Account-Based Marketing program and hired and managed outbound prospecting team targeting personas at TAM companies. Drove analyst relations strategy resulting in MediaPlatform being named a Gartner Magic Quadrant Leader. Implemented digital marketing program covering paid search, social media advertising and SEO resulting in doubling of inbound lead volume and tracking to \$20 million in pipeline opportunities. Worked closely with executive and sales management to create extensive thought leadership content to address buyer needs throughout the purchase cycle.

Marketing Vice President, Vbrick

2013 to 2018

Responsible for the market launch of newly developed cloud platform and re-positioning of Vbrick from its legacy hardware encoding business to an innovator in cloud-native enterprise video software. Branded new platform as "Rev," emphasizing its use of cloud technologies to give enterprise customers unlimited video streaming capabilities with significantly reduced staffing and hardware investment. Collaborated with executives and sales management to win, and develop, Cisco GTM channel via joint PR, sales and marketing programs that resulted in a \$45 million pipeline. Built demand-generation, outbound prospecting program and team that contributed an additional \$15 million in direct pipeline.

Head of Marketing, Ascom Network Testing

2011 to 2013

Marketing lead for this former Ericsson division that developed drive test equipment for mobile operators. Drove divisional branding strategy, developed division-, portfolio- and product-level value messaging, collateral, and campaigns to support direct sales and value-added channel programs, including partnership with Apple.

Marketing Vice President, Accordent Technologies

2007 to 2011

Developed strategic marketing plan to re-position Accordent from a provider of video capture appliances to the industry's leading provider of enterprise video content management software. Developed strategic analyst relations and communications plan that resulted in Accordent being widely recognized as a leading innovator in the enterprise video management industry by Gartner, Forrester, IDC and Wainhouse Research and extensive press coverage in Streaming Media Magazine, Inc. Magazine, FierceOnlineVideo and Los Angeles Business Journal, among others. Strategy contributed to Accordent's acquisition by Polycom for \$50 million.

Marketing Director, Anystream

2000 to 2007

Member of the original management team for startup Anystream. Drove an aggressive PR and analyst campaign that resulted in Anystream being covered as the seminal automated encoding platform supporting the ambitions of leading media & entertainment companies - including AOL, CNN, NFL Films, Fox News, Disney/ESPN, and others - to build-out their newly emerging streaming video publishing channels.

Marketing Director, Lockheed Martin Global Telecommunications

1998 to 1999

Led market positioning of this Lockheed Martin subsidiary founded to spearhead the company's entry into the commercial telecommunications sector. Efforts included branding, website, and management of the division's multimillion dollar exhibition and market launch at the Geneva Telecom 1998 international trade show.

Managing Account Supervisor, Cossette Communications

1997 to 1998

Directed public relations campaigns for this Montreal-based advertising and PR firm. Accounts included Teleglobe, Nortel Satellite Systems, Motorola, and other international telecommunications companies.

Media Relations Manager, Sprint/Global One

1994 to 1997

Positioned Global One/Sprint brand and team in Russia, India the Middle East and Africa. Managed offshore press conferences in Amman, Johannesburg and Moscow. Develop communications for Sprint's international, government and consumer divisions.

Skills

- Marketing Plan Development & Execution 10+ years
- Demand Generation 10+ years
- Account-Based Marketing 6+ years
- Digital Media Marketing 10+ years
- Analyst and Media Relations 10+ years
- Channel Enablement 6+ years
- Sales Enablement 10+ years
- Thought Leadership Content Programs 10+ years
- Branding 10+ years

Education

Smith College

Bachelor's History, Northampton, MA