

TASHA HICKS

Director of Marketing

PROVEN RESULTS

Led team to win NAED / tED Magazine “Best of the Best Overall” top US industry award for marketing in [2019](#), [2020](#) and [2021](#)

Created content across multiple platforms that drove 78% increase in engagement

Implemented CRM utilization and lead programs resulting in 137% sales goal achievement plus 24% increase in YoY printer sales in declining market

Adjusted product pricing resulting in 3% YoY increase in gross margin for printer hardware

Drove demand gen programs that produced 180% YoY unit sales for B2B direct PCs

Managed marketing relationships with 70+ OEM vendors for IT reseller, resulting in 150% increase in MDF funding

Developed lead campaigns which resulted 100% YoY growth for ERP/CRM integrator

Drove Market Segment Business Development resulting in achievement to #1 US laptop market share in education

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MBA 1996

Marketing emphasis
Pepperdine University

BA 1992

International Relations
University of Southern California

Author

SURVIVING SALESPEOPLE:

The Marketer's Guide to Working with Sales Teams

amazon.com/author/tashahicks

1st Dan (Black Belt) USSD, 2009

EXPERIENCE

OneSource Distributors, Oceanside, CA 5/2018 – present

Senior Marketing Manager 5/2018-3/2020, **Director of Marketing** 3/2020-present

- Senior marketing executive, reporting directly to President. Manage marketing team and all related activity including partner MDF programs, advertising, content marketing, digital marketing campaigns, promotions, events, sales enablement and lead generation
- Directed marketing department through successful branding transition which included redesign and development of all new collateral materials
- Developed and executed upon persona-based value propositions ranging from C-suite to engineering
- Created content including literature, case studies, videos, and trainings that drove a 78% increase in engagement with key decision makers
- Led department to win [tED Magazine](#) “Best of the Best Overall” top US industry award for marketing in [2019](#), [2020](#) and [2021](#)

Printronic LLC, Irvine, CA 5/2016 – 3/2018

Senior Manager, Demand Generation & Inside Sales, Americas 4/2017 – 4/2018

- Implemented sales utilization of Salesforce.com CRM in Americas region resulting in full inside and outside sales team compliance, sales pipeline transparency, and ability to analyze campaign effectiveness

- Developed and managed new business and lead development programs and processes, resulting in 137% achievement of regional team sales goal and 24% increase in YoY printer sales in a declining market
- Managed Americas region inside sales teams for printers and services. Transitioned team from a channel-focused hardware sales model to a customer-engagement model which now includes both channel and direct printer and service sales
- Managed sales programs including direct, channel, leasing and rental programs

Product Manager, Printers & Consumables, Americas and EMEA 5/2016 – 4/2017

- Managed all product marketing activities for line matrix printers and consumables in the Americas and EMEA regions
- Managed customer intelligence & data analysis project which resulted in company focus on key market segments and improvement of the organizations lead pipeline
- Managed pricing and promotions for regions. Evaluated and adjusted regional pricing strategy resulting in 3% increase in YoY gross margin
- Wrote PrintNet Enterprise (PNE) software mobile application market requirements document (MRD), resulting in subsequent development of PNE Mobile application
- Updated product literature, website content and product presentations. Developed new sales tools including online TCO calculator

Toshiba America Information Systems, Irvine, CA 9/2012 – 3/2016

Product Manager, B2B Market Segment, Direct Sales (PCs) 4/2013 - 3/2016

- Provided strategic direction and tactical execution for PC product marketing within the direct business, government, education, and solution provider market segments.
- Presented marketing strategy, execution activity, and sales results to senior executives on a weekly basis.
- Managed outsourced direct sales team and produced 80% year over year unit sales growth
- Conducted quantitative and qualitative market research including focus groups, customer surveys, target market surveys, and analysis of third-party research resulting in more targeted messaging and marketing
- Determined B2B product promotions and communicated information to sales teams, customers, and marketplace
- Created B2B content including laptop product videos, case studies, whitepapers, webinars, newsletters, and topical articles. Managed all B2B direct content-driven lead generation campaigns
- Managed all content on toshiba.com/us/business and toshiba.com/us/education
- Developed prioritized service and support options for B2B direct customers
- Ensured that marketing activities were compliant with Intel, Microsoft and Google marketing guidelines. Claimed available partner MDF funds to support B2B marketing activities

Product Manager, Services (contractor) 9/2012 – 4/2013

- Product manager for all Toshiba PC Services including extended warranties, service programs and support products. Managed SKUs, pricing and promotions. Developed services sales tools. Managed web presence and email campaigns. Trained sales force on service product lineup
- Successfully executed major contract negotiation and product re-launch resulting in 50% SKU reduction, streamlined extended service product offering and improved pricing from vendor

Aperio (LeicaBiosystems), Vista, CA 7/2011 – 1/2012

Director of Marketing

- Senior worldwide marketing executive for manufacturer of FDA-regulated whole slide image scanner and software for healthcare and life science market. Managed marketing team
- Responsible for all aspects of organization marketing including branding, advertising, public relations, product literature and sales tools, trade shows and events, channel marketing, web site, and social media
- Highly involved in product management and launch activity

Technology Integration Group, San Diego, CA 6/2005 – 6/2011

Director of Marketing and Strategic Alliances

- Senior global marketing executive, managing marketing team. Oversaw all aspects of marketing including strategic vendor alliances, vendor programs, events management, branding, web site, public relations, database marketing, lead generation, telemarketing programs, print and online advertising, and social media
- Maintained marketing relationships, OEM marketing program activities and planning, and MDF funding with over 70 vendors such as Intel, HP, Dell, VMware, McAfee, Lenovo, EMC, Microsoft

Axion Solutions, Irvine, CA 7/2004 – 6/2005

Director of Marketing

- Senior marketing executive. Managed all areas of marketing for ERP/CRM software solution provider including web site, events, public relations, content marketing, sales tools, collateral and branding
- Executed lead generation and outsourced telemarketing campaigns resulting in 100% YoY growth
- Maintained marketing partnerships and MDF compliance with OEM vendors SAP, Oracle and HP

ViewSonic Corporation, Walnut, CA 12/2001 – 7/2004

Marketing Programs Manager

- Managed trade show and marketing programs teams
- Maintained MDF programs and compliance with Microsoft, Intel and Texas Instruments
- Developed channel partner kit and sales tools which resulted in increased sales customer engagement through the channel to the end user
- Drove direct sales marketing programs for consumer & TV products
- Led initial development of ViewSonic consumer online store

Gateway, Inc., Lake Forest, CA 2/1999 – 8/2000

Market Segment Manager

- Developed and maintained all aspects of persona-based education marketing programs including promotions, sales tools, customer case studies, web site and e-commerce requirements
- Managed agency (McCann) in research, development, and execution of advertising campaigns
- Identified market segment needs, seasonality, and pricing, and communicated requirements to product team

Toshiba America Information Systems, Irvine, CA 9/1996 – 2/1999

Market & Business Development Executive (contractor 1996-1997, Toshiba employee 1997-1999)

- Achieved #1 laptop market share in education market segment in the US
- Developed deep understanding of customer base and needs that could be addressed through technology
- Drove market development activity for persona-based K-12 and Higher Education Markets
- Partnered with Microsoft to implement first pilot of “Anytime Anywhere Learning” program nationally
- Managed execution of all segment events including seminars, trade shows, and customer advisory council
- Created collateral materials including literature and sales tools

Apple Computer, Inc., Irvine, CA 12/1992 – 5/1996

Southwestern Region Area Associate, SMB (contractor 1992-1994, Apple employee 1994-1996)

- Coordinated regional SMB market development activities and including seminars and briefings
- Partnered with compatible software and hardware companies such as Adobe and Microsoft to co-deliver hundreds of trainings to SMB customers
- Managed company participation in regional trade shows such as MacFair LA and E3