

## **MARC WOLFE**

wolfe.marc@gmail.com | +1 650-930-0180

### **OBJECTIVE**

To secure a remote or hybrid marketing contributor, leadership, or advisory board member role within a growth-driven organization that can benefit from my expertise in all facets of marketing; brand and content development, digital and traditional demand generation, relationship building, and channel development.

### **ATTRIBUTES**

- Tech-savvy tech industry marketer
- Natural verbal, and written communicator
- Visionary writer, producer, and art director
- Experienced demand/pipeline generator
- Resourceful, independent problem solver
- Optimistic thinker, and unrelenting doer
- Humbled, people-first team builder

### **EXPERIENCE**

#### **// Marc Wolfe Marketing - Tucson, AZ (Aug 2022 to Present, Part-Time)**

A private consulting practice aimed to promote and support technology and professional service businesses in brand and website development, promotional and technical content creation, and go-to-market demand generation strategy and execution.

#### **// AmpII Inc. - Ann Arbor, MI; Tucson, AZ (Aug 2021 to Aug 2022, Part-Time)**

Created by former Barracuda "do-it-yourself" execs and engineers, AmpII gives remote-friendly teams a low-touch platform for real-time presence, encouragement, and engagement to address the lack of co-worker awareness in an effort to prevent employee turnover and burnout.

***Position: Head of Marketing (Fractional)***

*Responsibilities:* Brand development, promotional and technical copywriting, art direction, digital demand-gen, collateral development, and video production.

#### **// Switch9 Inc. - Campbell, CA; Tucson, AZ (Nov 2017 to Aug 2021)**

A venture studio servicing primarily tech startups for rapid brand development and go-to-market strategy and execution. With an equity stake in our clients success, our mutual goal was to stimulate additional funding and/or a lucrative transaction.

***Position: Managing Partner***

*Responsibilities:* Brand development, promotional and technical copywriting, art direction, digital demand gen, collateral development, and video production.

**// Barracuda Networks, Inc. - Campbell, CA (Sep 2006 to Nov 2017)**

With more than 200,000 customers worldwide, Barracuda is a global leader in safeguarding employees, data, and applications from a wide range of cyber threats.

***Promoted Position: Vice President, Worldwide Marketing***

***Hired Position: Director of Marketing (2006 to 2009)***

*Responsibilities:* Fueled Barracuda's (Sequoia-backed) growth from a privately-held, single-product upstart to a publicly-traded (NYSE: CUDA) iconic leader in email, network and data security with a portfolio of more than 15 products sold in hardware, cloud, and hybrid configurations. As a hands-on working executive with accelerated budget growth from \$1M to \$60M annually during my tenure, I built and managed a 50+ person in-house agency to efficiently grow demand by effectively leveraging digital and traditional media: multinational websites, SEM/SEO, social media, public relations, out-of-home advertising, professional sports, and broadcast (network radio and national television) throughout N.A., EMEA, APAC and LATAM regions. Conducted extensive work in support of the company's 2013 IPO, as well as the company's 2017 \$1.6B public-to-private transaction to PE firm Thoma Bravo.

**// Criminal Defense Associates P.C. - Woodland Hills, CA (Oct 2003 to Sep 2006)**

Los Angeles-based, national criminal defense trial law firm with offices throughout California, Texas, Florida and Maryland, specializing in high-profile state and federal criminal cases.

***Position: Director of Marketing, Operations, Affiliate Relations***

*Responsibilities:* Utilized extensive creative and technical marketing skills to quickly convert this start-up into the nation's premier criminal trial law firm for major felonies and federal offenses. Planned, art-directed and developed content for its groundbreaking website while learning the essentials of criminal law. Generated a high volume of incoming calls and new revenue utilizing all major search engines, as well as a multitude of digital directories. Other leveraged mediums included OOH and display ads, as well as extensive recurring PR activity. Operationally, I developed a revenue-generating national affiliate network of more than 100 law offices nationwide to offload cases of lesser offenses. Managed the firm's growing client base by deploying custom client management and accounting systems. Provided company-wide IT support including network security, and video surveillance.

**// ADAPT Software Applications, Inc. - Irvine, CA (Mar 1998 to Oct 2003)**

Emerging CRM software developer targeting manufacturers, call centers, and SMEs in major vertical markets with outbound marketing, sales, customer service and accounting operations.

***Promoted Position: Vice President, Marketing***

***Hired Position: Director of Marketing (1998 to 2000)***

*Responsibilities:* Refined and executed the company's evolving marketing strategy within mid-range accounting/ERP, call center/Computer Telephony Integration (CTI) markets domestically and internationally. Developed and solicited channel sales programs, long-term reseller and referral partner relationships, key customer, strategic, and OEM partnerships.

Crafted, maintained and regularly enhanced the company's extensive website and partner portal. Responsible for the content and editing of all printed and electronic media, including large-scale direct mail, email and fax broadcast campaigns. Co-developed the investment prospectus/business plan, and aided in the solicitation of the company to prospective investment bankers and VC firms which led to the company's acquisition by ERP developer Syspro Impact Software.

**// Southland Micro Systems - Irvine, CA (Jan 1997 to Mar 1998)**

Leading manufacturer of RAM, cache and video memory for leading OEM notebook, desktop and peripheral products by manufacturers including: Apple, Compaq, IBM, NEC, and Sun Micro.

***Position: Senior Marketing Manager***

*Responsibilities:* Aided in the buildout of the Marketing department and all related functions. Interfaced with Sales, Engineering, Product Planning, and MIS departments as resources to aid in the development of electronic and printed sales presentation media. Wrote and produced all corporate collateral and advertising materials, and was instrumental in evolving the brand identity. Planned and participated in all channel sales and marketing programs to increase sell-through of Southland's extensive product portfolio. Created and implemented all departmental procedures conforming to ISO 9001 standards.

**// Magic Software Enterprises, Inc. - Irvine, CA (Mar 1993 to Jan 1997)**

International software publisher of Magic, a visual rapid application development platform used by professional developers and corporate IT departments to build client/server and web applications.

***Promoted Position: Marketing Events and Promotions Manager***

***Hired Position: Marketing Promotions Specialist (1993 to 1994)***

*Responsibilities:* Leveraged internal staff, outside service providers, distributors/resellers and selective business alliance partners to achieve North American sales and marketing goals. Event planning and execution of all trade shows, seminars, and annual international conferences throughout North America. Developed and executed targeted direct mail marketing campaigns, managed sales lead generation activities, and overall lead management operations. Created corporate presentations for use by corporate directors, regional sales managers, sales engineers, inside sales reps, and telemarketing staff to aid in positioning the Magic product to prospective buyers. Executed and coordinated new version product launch campaigns, as well as internal incentive programs. Provided budget, ROI and forecasting analyses to upper management to determine conversion rates and to assist in securing and allocating self-proposed marketing budgets.

**// Buena Vista Home Video - Burbank, CA (Jun 1992 to Feb 1993)**

The worldwide marketing, sales and distribution company for Walt Disney, Touchstone, Hollywood Pictures, Buena Vista, and Jim Hensen rental and sell-through home video products.

***Position: Market Development Supervisor***

*Responsibilities:* Managed internal staff of advertising analysts in the processing, operations, and annual disbursement of \$50 million in co-op advertising and market development funds. Liaison between domestic field sales representatives, and direct and distributor account advertising and product marketing divisions to ensure effective utilization of provided marketing funds. Major retail accounts personally responsible for included: Kmart, Target, Walmart, Toys-R-Us, Tower Video, and Musicland/Sam Goody stores. Composed extensive market research reports analyzing and summarizing retail account marketing program ROI.

**// OMNIVAR, Inc. - Glendale, CA (Sep 1989 to May 1992)**

A Western-U.S. based systems integrator and VAR of computer software, hardware and peripheral products with sales and distribution centers in Los Angeles, San Jose, Sacramento and Denver.

***Promoted Position: Marketing Promotions Manager***

***Hired Position: Marketing Programs Coordinator (1989 to 1990)***

Directed the utilization of the department's \$1.5M annual co-op marketing budget. Acted as liaison between upper management, regional sales directors, manufacturers (e.g., Apple, Microsoft, Lotus, HP, NEC), and outside creative service agencies to ensure overall sales and marketing continuity. Implemented all internal and external marketing programs including trade shows, seminars, sales promotions and other special events. Directed the production of newspaper, magazine, catalog, direct mail and other specialty advertising campaigns from inception through successful completion.

**EDUCATION**

- Arizona State University, B.A., Broadcast Communications, 1989  
(Walter Cronkite School of Journalism and Telecommunications)
- *Area of Emphasis:* Advertising and Promotions
- *Related Fields of Study:* Marketing, Creative Writing, Graphic Arts

**INTERNSHIPS**

- Y95 (FM) / 55KOY (AM) Radio - Phoenix, AZ (Advertising Copywriter), 1988
- NBC Studios - Burbank, CA (Control Room and Post Production Support), 1987
- DJMC Advertising - Los Angeles, CA (Major Account Creative Support), 1986
- Software Central - Pasadena, CA (Sales Representative), 1985

**AVOCATIONS**

- Custom woodworking
- Home automation systems
- Electrical and plumbing repair
- Craft cooking and grilling
- Competitive pickleball

**REFERENCES**

Provided upon request.