

ANDREW HAYDEN

2428 NW MARKET STREET - APT. 588 - SEATTLE, WA 98107

919-538-0751 • ahayden@andrewhayden.com • andrewhayden.com

Experienced Senior Global Marketing Manager

Transformational global marketing leader, developing effective integrated, customer-centric marketing programs and campaigns that drive lead generation and sales growth across the technology space.

Expertise and Skills

- Product Marketing
- Marketing Communications
- Integrated Marketing
- Messaging and Positioning
- Campaign Management
- Thought Leadership
- Content Management
- Global Marketing
- Agency Management
- Sales Enablement
- Go-to-market planning
- Social Media
- Lead Generation and Nurture
- Media and Analyst Relations
- Digital Marketing
- Online Advertising
- Team leadership

Experience

Co-Owner - Marketing Lead - Lisa Stewart Designs - December 2012 - Present

As Marketing Lead, my role has been to:

- Guide customer-focused brand messaging and positioning to appeal to affluent customers
- Identify key customer insights that drive programs and campaigns aimed at core audience
- Integrate marketing, sales and customer service experience for core customers

Highlights

- Grew business by double digit year-over-year for past three years
- Introduced multiple new products and designs based on customer feedback and insights
- Expanded into different lines of business based on new opportunities and changes in marketplace

Manager, Marketing and Communications - Siemens Healthcare - March 2010 - November 2012

Singularly managed the development and execution of customer-centric B2B brand campaigns and marketing communications programs supporting the \$2B Siemens Healthcare, USA, Service organization.

- Supported nine product managers, the marketing executive and management team and the business unit executive teams.
- Managed integrated product launch programs, sales enablement, lead nurturing, web analytics, and management of tactical campaigns in collaboration with product management
- Developed core messaging and customer stories for new product launches

Highlight

- Achieved full Return on Investment (\$300K) of Value Beyond Cost campaign within three months of launch

Director, Marketing Programs and Communications - Nortel Networks - March 2008 - December 2009

Reporting to the Vice President of Enterprise Marketing, I managed the global product marketing and communications strategy, brand programs and competitive analysis supporting the Nortel Global Services business unit.

- Developed all aspects of product campaigns/programs to promote and position Nortel Global Services
- Focused on improving the brand image and customer story for Nortel's Healthcare Services (NHS) group
- Executed a highly effective, integrated, top-down brand campaign that supported 3 strategic product launches in the healthcare vertical

Highlight

- Grew Healthcare sector revenue over 100%

Previous role - Marketing Campaign Manager: North America - Developed and managed innovative regional brand campaigns in support of all data networking and telecommunications products.

Highlight

- Achieved a 40+% growth in the sales funnel in less than 6 months, with the integrated Energy Efficiency campaign

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Marketing and Communications Manager - SAS Institute - July 2003 - March 2008

Working with senior level executives, including the CMO, VP of HR and others, I managed a variety of different projects focused on messaging and positioning for internal and external audiences

- Developed core competitive positioning and messaging for the introduction of the new, integrated SAS9 suite of analytics tools
- Leveraged comprehensive internal and external research to develop internal brand programs designed to create a common frame of reference for the global employee population.
- Used organizational alignment techniques with the intent of increasing the strength of the SAS brand, grow brand presence in the marketplace, and improve customer loyalty.
- Created a brand framework that delivered global message consistency at all customer touch points

Vice President of Marketing - Zoom Culture - April 2001 - September 2001

Interesting job with a start-up that lost its funding following 9/11.

- Developed new core messaging and positioning, integrated marketing campaigns, CEO and executive investor pitches, and management of a team of four marketing professionals.
- Achieved goal of over \$6M in funding commitments

Director of Marketing Communications - Home Director - January 2000 - April 2001

Primary architect of "Home Director" brand story throughout its first four years of existence, including:

- Strategic brand management, PR, AR, and oversight of the integrated marketing communications programs targeting B2B customers.
- Responsible for developing and implementing the messaging and positioning strategy for the transition away from IBM to an independent brand.
- Developed innovative communications and sales enablement program that resulted in customer commitments for over 15,000 units within the first year.
- Built and managed a strong professional staff with an operating budget of over \$8 million.

Highlight

- Created strong enough brand to support raising \$55M in Series-A funding following IBM Spin off

Other Experience

Worldwide Marketing Manager – IBM - March 1996 - December 1999

Marketing and Communications Manager - Duff-Norton - October 1993 - March 1996

Global Brand Packaging and Promotions Manager - Coca-Cola - April 1992 - October 1993

Education

- Emory University - MBA, Business and Marketing
- Syracuse University - BID, Industrial Design and Fine Arts

Memberships

- Piedmont Craftsman Guild - Member Board of Trustees
- Industrial Designers Society of America (IDSA)

Awards and Recognition

- Nortel Networks Gold Award for Excellence: Nortel Energy Efficiency Campaign
- IBM: Recognized for contributions to the business:
 - IBM Aptiva S-Series Global Launch
 - IBM Home Director Launch and Spin-off
- Syracuse University
 - Deans Award for Design
 - Floyd F. Decker Award for Service