

Professional Expertise

25 years of B2B2C marketing and business development experience, spanning Fortune 500 to start-ups, focused in high tech products and information services. Experience includes blue-chip companies AT&T, Apple, Motorola, Palm, and SMB consulting.

What I Do

Nurture and grow mission critical business products and relationships by facilitating ideas, communications and trust between internal and external customers.

How I Work

Build world class products and strong customer bonds by understanding their business model/psychographics; evaluate their wants/needs as related to our own differentiation and added value. Negotiate, close the deal, and then maintain the relationship. Concurrently, working with the internal team, make sure the collaborative strategy is in sync with the corporate goals, and is both profitable and deliverable.

Success Stories

- Took management of fledgling Internet financial advertising company, grew SEO monthly 'uniques' to 2M organic. Negotiated \$30M sales price for business (**interest.com**)
- Leveraged software engineering background to manage marketing and product development (BRD/MRD/TRD) on \$34M communicator at Motorola; rapid competitive response products at Palm; and a personal GPS tracking service for Trimble
- Catalyst for early smartphone services and products with the first nationwide digital wireless data network (iDEN/Nextel) and WAP
- In ten months built GPS/RFID tracker business plan and found \$10M external funding
- Managed marketing, licensing, program and business development in over thirty countries with telecoms, retailers and service providers for **Motorola, Palm and Trimble Navigation**
- In 15 months personally developed and negotiated \$28M in licensing and services contracts with Garmin, Acer and Samsung, while managing the **Palm** OS licensing account team
- Presented at industry and developer conferences for Apple, Motorola and Palm
- Contract gigs: biomedical telemetry device company; second generation web video surveillance IP start-up; and a social network comedy site
- Owned businesses, worked with angel/VC investors, incubators, bankers, CEOs and boards

Services Provided

- Operations and P&L management
- Differentiated marketing strategy and execution
- Web 2.0 and social networking analysis
- Business planning
- Client / partner management
- Media / analyst briefing

Benefits to You

- Strategically-aligned execution
- Extensible experience – “Fast Down the Runway” drawn from multiple industries
- Cross-functional team leadership

Target Categories

- Small to medium companies looking to develop innovative consumer brands, services and products in nearly any industry (finance, travel, high tech, Boomer services, social)
- Prefer W2 opportunity, but willing to consider contracting gigs or work-to-hire

Traditional Resume & LinkedIn Profile:

<http://www.digiassist.com/files/jjgalvin.pdf>

<http://www.linkedin.com/in/jaygalvin>