

ANITA L. MOEDER

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PROFILE SUMMARY

Senior Marketing, Solutions and Product Management Leader. 15 years of success defining and introducing software and hardware products across a range of technologies for worldwide markets. Solid individual contributor and management skills with experience building and motivating teams from 3 to 130 people. Accomplished business manager responsible for budgets up to \$28M. Self-starter, results-driven and customer-focused, with a passion for start-up activities. Bilingual French-English, some Spanish. Dual nationality: American and French.

AREAS OF EXPERTISE

- Go-To-Market
- Marketing Communications
- International Experience
- Cross-Functional Teams
- Strategic / Tactical
- Product Management
- Product Positioning
- Analyst / Press Relations
- Product / Solutions Marketing
- Market Research
- Lead Generation
- Staff / Budget Management

PROFESSIONAL EXPERIENCE

iMirus – Director, Product Marketing, Palm Coast, FL

2013-2014

Developed plans and delivered product launches, marketing materials (messaging, collateral, presentations, white papers, web content, competitive updates and webinars) for web and mobile app builder.

- Researched competitive landscape; identified product gaps and developed new pricing and packaging proposal for new mobile app builder.
- Created Customer Advisory Board program to partner with iMirus in delivering best in class web applications to target markets: Higher Education, Publishing, Travel and Tourism.
- Introduced new processes and content for product management, product marketing, beta trials and GTM. Established cross-team forum and processes to drive business decisions.

General Dynamics Itronix – Senior Marcomm & Product Marketing Manager, Sunrise, FL

2011 – 2012

Planned and delivered product launch and ongoing marketing materials and programs for external and internal audiences (messaging, collateral, presentations, web content and online advertising, ad words, training materials, webinars and lead generation). Specified and managed deliverables from internal and external vendors.

- Proposed cost-savings alternatives for creative resulting in savings of 80%.
- Produced product line plan for rugged tablets including: roadmaps, competitive analysis, market segment analysis (for Military, Utility and Law Enforcement), product requirements as well as pricing and packaging strategies.

Siemens Enterprise Communications – Senior Marcomm Manager, Boca Raton, FL

2010 – 2010

Defined and created marketing materials (messaging, collateral, presentations, web content, and training materials) for product launches, press and analyst events, and webinars under very tight deadlines.

- Deliverables were 100% on time with 90% satisfaction rating from Sales and Product Management.

OPTENET SA – Director Product & Solutions Marketing Aventura, FL**2008 – 2009**

Responsible for strategic and tactical marketing plans and delivery of effective sales and customer-facing tools for Internet security solutions as part of company startup activities in US.

- Built market segment- based materials, training, and programs targeting Service Providers and Enterprise customers; received 100% satisfaction rating from Sales and Sales Support teams.
- Created market segment messaging, product line feature matrix, plans and delivery of sales tool kit and supporting collateral. These regional deliverables were adopted by Corporate (HQ located in Madrid Spain).

Siemens – Sr. Product & Product Marketing Manager Boca Raton, FL**2004 – 2008**

Developed and managed worldwide field trials, GTM plans, product and solutions marketing materials and programs.

- Captured new market opportunities by developing “solutions” packages (HW, SW, Services plus GTM deliverables) and marketing materials, with incremental business of 20% first year.
- Grew VoIP business 50% from 2005 to 2007 by defining / delivering the right product and serviceability features.

Enterasys Networks –Senior Director Solutions Marketing, Andover, MA**2000 – 2002**

Initiated and implemented new solutions marketing with effective sales tools focused on specific industries. Created solutions-based materials, training, and programs targeting global business leaders in the enterprise market.

- Developed vertical market strategies and delivered extensive set of integrated tools and training resulting in significant revenue growth in target industries within 12 months: increases of 215% for Education segment; 297% for Manufacturing, and 305% for Financial Services.

ScanSoft – Senior Product Marketing Manager, Billerica, MA**1999 – 2000**

Managed \$40M software product line (SW to scan, organize, enhance and share documents and photos) working with B2B and Retail channels.

- Developed web service strategy as add-on to current product line; identified best in class partner and began negotiation to establish portal service with planned revenue of \$5M for the first year.
- Delivered and implemented product line integration strategy after buy-out of competitor’s product, resulting in over 85% customer retention rate.

Polaroid Corporation, Cambridge, MA**1995 - 1999****Senior Marketing Manager (1996-1999)**

Defined and completed primary and secondary market research, market and product requirements, business plans, channel development, training, retail pricing and packaging, as well as marketing communications through launch for target markets.

- Created a new business by defining and introducing new digital imaging software, Polaroid’s first shrink-wrapped consumer software product with projected first year sales of 170,000 units.

Corporate Program Manager (1995-1996)

Project managed cross functional team from proposal through delivery of custom digitized ID systems for state drivers’ licenses. Exceeded key customer satisfaction criteria, resulting in add-on revenues totaling \$8M.

EDUCATION / TRAINING

- Bachelor of Science, Computer Science / Business Management, Cum Laude, Boston University
- Product Management and Marketing Certificate, Pragmatic Marketing
- International Management Program, IMD, Lausanne, Switzerland
- Project Management Certificate, Digital Equipment Corporation