



I like *helping* people,  
not *selling* to people.

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**OBJECTIVE:** Helping you and your company succeed by providing outstanding support in marketing, sales, training, customer service, operations, human resources, or other business group, within any industry, in Dallas/Fort Worth. What do you have in mind?

### OVERVIEW

#### Corporate Employment

- Technical product marketing
- Sales and sales support
- Tradeshow management
- Event management
- Project management
- Demo equipment management
- Telecom systems engineering
- Internal training
- Customer training
- Customer support
- Customer product presentations
- Tradeshow presenter
- Print and multimedia content creation and fulfillment
- **Engage! Educate! and Motivate!** customers and sales force around product solutions
- **Computer skills:** Windows, Word, Excel, PowerPoint, Outlook, Audio and Video Editing, Basic Graphics, Screen Capture, PipelineDeals CRM, and more

#### Self-Employed Business Owner

- Voiceover narration talent
- Voiceover projects producer
- Actor

Superb  
Customer  
Support

Obsessive  
Over  
Details

Eager  
To  
Educate

Loves  
To  
Organize

Excellent  
Event  
Planner

Creative,  
Original,  
Passionate

Gutsy  
Risk  
Taker

### EXPERIENCE

#### FluxLight

Jan 2017 to Jan 2018	<p><b>Sales Executive</b> (never again, I resigned) - Irving, TX  <b>3<sup>rd</sup>-Party Optical Transceivers (SFP, QSFP+, etc.) for Higher Ed and Telco Markets</b></p> <ul style="list-style-type: none"> <li>• Added 32 new customer accounts through cold calling, email campaigns, and tradeshows - Customer quote: <i>"Jay, this is the best cold call I've ever had."</i></li> <li>• Account management</li> <li>• Customer handholding</li> <li>• Fiber optic applications engineering</li> </ul>
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#### Self-Employed Business Owner

Nov 2005 to Present	<p><b>Voiceover Talent, Producer, Actor</b> - Dallas/Fort Worth ... and the world!  <b>Work with clients to produce narration for multimedia projects, including:</b></p> <ul style="list-style-type: none"> <li>- HR/Talent Development training, product training, promo videos, film, commercials, <a href="#">audiobooks</a></li> <li>• Also: acting, corporate teambuilding, product promotions, emcee, improv comedy, games leader</li> <li>• <b>Chief of Everything:</b> Product development and production, quality control, marketing, customer relations, accounting and taxes, web development, IT manager, janitor ...</li> <li>• Authored and published the book "<a href="#">Actor Demo Reel Video and Editing Guidelines</a>" (pseudonym)</li> <li>• Checkout my Voiceover Demos and Acting Demos at <a href="http://www.jayprichard.com">www.jayprichard.com</a></li> </ul>
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#### White Rock Networks

Dec 2000 to Nov 2005	<p><b>Senior Marketing Manager</b> - Richardson, TX  <b>High-Speed Fiber Optic SONET, DWDM, and IP Aggregation Products</b></p> <ul style="list-style-type: none"> <li>• Collateral creation, print management, and fulfillment (datasheets, app notes, tech overviews, etc.)</li> <li>• Customer presentations, tradeshow presenter, product demonstrator, video spokesperson</li> <li>• Sales support and training</li> <li>• Tradeshow management</li> <li>• Basic computer graphics</li> <li>• Customer support and training</li> <li>• Demo equipment management</li> <li>• Basic intranet website development</li> </ul>
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## ADC Telecommunications

Feb 2000 to Dec 2000	<b>Senior Manager, Account Marketing – CLEC Market Focus</b> - Richardson, TX <b>ATM-based SONET/SDH Transport Solutions</b> <i>Cellworx™ STN</i> <ul style="list-style-type: none"> <li>• Develop sales and pricing strategies</li> <li>• Product presentations, quotations, and RFP responses</li> <li>• Technology and product training</li> <li>• Product feature definition</li> <li>• Tradeshow representation</li> </ul>
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## Fujitsu Network Communications

May 1996 to Feb 2000	<b>Senior Marketing Manager</b> - Richardson, TX <b>DWDM and SONET Transport/Access Solutions</b> <i>FLASHWAVE™ and FLM ADM Product Lines</i> <ul style="list-style-type: none"> <li>• Technical marketing and promotion</li> <li>• Product presentations to customers, industry press, and analysts</li> <li>• Tradeshow demonstrations, product messaging and graphics, and sales collateral</li> <li>• Program Manager for annual national sales force technical training program</li> </ul>
Jan 1994 to May 1996	<b>Systems Engineer</b> - Fairfax, VA <b>SONET Transport and Access Solutions</b> <i>FLM 150/600/2400 ADM and FACTR® Product Lines</i> <ul style="list-style-type: none"> <li>• Customer technical support</li> <li>• Hands-on equipment turn-up and testing</li> <li>• Product presentations and training</li> </ul>

## Telecommunications Techniques Corporation

Feb 1991 to Jan 1994	<b>Product Marketing Engineer</b> - Germantown, MD <b>SONET, ATM, DS3, and DS1 Test Products</b> <i>T-BERD™ 305 and T-BERD™ 310 Product Lines</i> <ul style="list-style-type: none"> <li>• Product planning, definition, management, pricing, presentations, and RFP responses</li> <li>• Product launch (advertising, brochures, direct mail, sales guides, training, press releases, application guides, trade shows, forecasting, manufacturing cutover, manuals, training videos)</li> </ul>
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## GTE

Mar 1989 to Feb 1991	<b>Sales Engineer</b> - Washington, DC <b>Interactive Voice Response (IVR) systems</b> <i>GTEXT™</i> <ul style="list-style-type: none"> <li>• Project management, customer presentations, technical support, training, RFP responses, system design, implementation, and documentation</li> </ul>
Jun 1987 to Mar 1989	<b>Engineering Associate Development Program</b> (Three six-month assignments) <ul style="list-style-type: none"> <li>• Strategic Business Plan Analyst - Stamford, CT</li> <li>• Central Office Conversion Engineer - Honolulu, HI</li> <li>• Product Test Engineer - Phoenix, AZ</li> </ul>

## EDUCATION



### University of Texas

May 1987	<b>B.S. Electrical Engineering, with Honors</b> - Austin, TX <ul style="list-style-type: none"> <li>• Computer Engineering emphasis</li> <li>• Eta Kappa Nu IEEE Honor Society</li> <li>• Tau Beta Pi National Engineering Honor Society</li> </ul> <b>Engineering Co-op Student</b> <ul style="list-style-type: none"> <li>• IBM - Five semesters in San Jose, CA and Charlotte, NC</li> </ul>
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I ' M A T E C H Y . . .

... but I don't  
have to be!

