

# Jay Prichard

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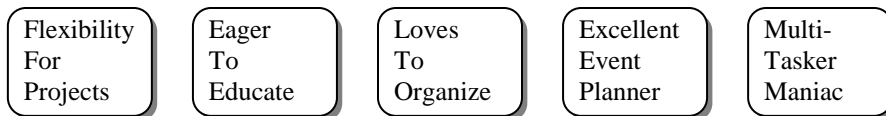
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## PRODUCT MARKETING

### ***Educate!** and **Motivate!** Customers and Sales Teams Around Product Solutions*

Providing project execution-level support in marketing, sales, or training. Technical Product Marketing experience in telecommunications fiber optics networking. Call me, and let's get things done.

- Marketing collateral creation
- Sales team product training
- Sales team support
- Product presentations to customers
- Customer support and training
- Print management and fulfillment
- Tradeshow management
- Demo equipment management
- Voiceover talent and Producer



**Computer** Windows, Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher), PipelineDeals CRM, MAGIX Movie Studio (audio video editing), Adobe Fireworks (computer graphics), FrontPage (web design)

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## EXPERIENCE

Jay Prichard Productions [www.jayprichard.com](http://www.jayprichard.com)

Nov 2005 – Present

### **Multimedia Marketing Consultant, Voiceover Talent** - Fort Worth, TX

Enhance clients' multimedia projects increasing messaging impact by using voiceover narration

- Educate clients by giving presentations and one-on-one direction to implement voiceover for:
  - Elearning, Human Resources training, marketing videos, and audiobooks
- Conduct project management, production, and quality control
- Authored book "*Actor Demo Reel Video and Editing Guidelines*"
- Perform acting, corporate teambuilding, and product promotions

FluxLight

Jan 2017 – Jan 2018

### **Sales Executive** - Irving, TX

Sold Third-Party Optical Transceivers into Telco and Higher Education Data Communications Markets

- Added 32 new customer accounts
- Performed account management using PipelineDeals CRM
- Provided customer support and fiber optic applications engineering
- Planned, attended, and presented at tradeshows

White Rock Networks

Dec 2000 – Nov 2005

### **Senior Marketing Manager** - Richardson, TX

Promoted Fiber Optic SONET/DS3/TDM, WDM, and Ethernet Aggregation Products

- Created collateral, managed printing and fulfillment (datasheets, app notes, technical overviews, etc.)
- Gave customer presentations, tradeshow presentations, and product demonstrations
- Planned tradeshow presence and managed logistics
- Provided sales support and training
- Managed demo equipment

ADC Telecommunications

Feb 2000 – Dec 2000

**Senior Manager, Account Marketing** - Richardson, TX

Promoted ATM-based SONET/SDH Transport Solutions into CLEC Telco Market

- Produced product presentations and RFP responses
- Trained sales team and customers on products and technology
- Represented company at tradeshow

Fujitsu Network Communications

Jan 1994 – Feb 2000

**Senior Marketing Manager** (May 1996 - Feb 2000) - Richardson, TX

Promoted WDM and SONET Transport and Access Solutions

- Developed sales collateral, tradeshow demonstrations, product messaging, and graphics
- Gave product presentations to customers, industry press, and analysts
- Organized and conducted the annual *National Sales Force Technical Training Program*

**Systems Engineer** (Jan 1994 - May 1996) - Fairfax, VA

Provided Technical Sales Team Support for SONET Transport and Access Solutions

- Gave customer product presentations
- Provided customer training and technical support
- Performed hands-on equipment turn-up and testing

Telecommunications Techniques Corporation

Feb 1991 – Jan 1994

**Product Marketing Engineer** - Germantown, MD

Promoted SONET, ATM, DS3, and DS1 Test Products

- Created advertising, brochures, datasheets, direct mail, press releases, app notes, and training videos
- Implemented product presentations and technology training for sales team and customers

GTE (Verizon)

Jun 1987 – Feb 1991

**Sales Engineer** (Mar 1989 - Feb 1991) - Washington, DC

Provided Technical Sales Support for Interactive Voice Response (IVR) systems

- Conducted customer presentations, technical support, training, and RFPs
- Performed project management, system design, and implementation

**Engineering Associate Development Program** (Jun 1987 – Mar 1989)

- Supported strategic business planning - Stamford, CT
- Planned telco Central Office analog-to-digital conversions - Honolulu, HI
- Developed and implemented ISDN testing - Phoenix, AZ

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**EDUCATION**



University of Texas

May 1987

**B.S. Electrical Engineering, Cum Laude** - Austin, TX

- Eta Kappa Nu IEEE Honor Society
- Tau Beta Pi National Engineering Honor Society

**Engineering Co-op Student - IBM** - Charlotte, NC and San Jose, CA



I ' M A T E C H Y . . .

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



Gung ho for  
health, fitness,  
and inspiring  
others!

