

Jay Prichard

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PRODUCT MARKETING ... and More!

***Educate!** and **Motivate!** Customers and Sales Teams around Product Solutions*

Providing project support in marketing, sales, or training, with extensive customer-facing experience. Technical Product Marketing background in telecom fiber optic networking.

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

Computer Windows, Microsoft Office (Word, Excel, PowerPoint {animation, templates}, Outlook, Publisher), PipelineDeals CRM, Movie Studio Video Editing, Adobe Fireworks (graphics), FrontPage (web design)

EXPERIENCE

Jay Prichard Productions www.jayprichard.com

Nov 2005 – Present

Voiceover Talent - Fort Worth, TX

Produce Voiceover Narration to Enhance Clients' Multimedia Projects

- Increase messaging impact of elearning, human resources training, and marketing videos
- Educate clients by giving presentations and one-on-one direction
- Conduct project management, production, and quality control
- Also: acting, teambuilding, hospitality (catering, bartending), 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
- Executed cold calling, email campaigns, and 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

- Project management and content creation of marketing collateral (brochures, application notes, etc.)
- Gave customer presentations, tradeshow presentations, and product demonstrations
- Planned tradeshow product messaging and demonstrations, and managed logistics
- Provided sales support, training, and demo equipment management

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, RFP responses, and cost/savings analyses
- Trained sales team and customers on products and technology
- Represented company at tradeshows

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

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!

