**Product marketing manager - Technology Evangelist**

The RockteM - 2014 - Present

**Professional Services Manager** International

$5M IBM Service provider focused on Cloud migrations, Social Business and digital transformation

* Managed services for a $3.2B+ worldwide manufacturing company looking to decrease hardware and maintenance costs while maintaining key systems and data in house.
* Provide training and materials for online and in person sessions for over 1,500 customers on administration and business transformation projects
* Collaboration, Cloud and analytics technology evangelist and content manager
* Business development via blogging, presenting at worldwide conferences and meeting with clients for their input and expectations
* Key areas for projects include CRM, mobile, analytics, social business, collaboration, digital documentation, advertising, and social media

William hill Online - 2015

**Interim SEO MANAGER** Tel Aviv, Israel

£1.6B gaming company focusing on the next generation of mobile betting

* Champion for internal collaboration projects in the Cloud
* Train staff on advanced Excel skills related to Visual Basic integration of Office and Outlook
* Increasing new user signups through SEO and social media by 25% over prior quarter
* Manage translations and outsourcers responsible for the content for worldwide sites
* Streamlined KPI, invoicing and end of month reporting application saving over 40 hours a month per employee

ThinkRite – 2012 - 2014

**Product Marketing Manager** Florida, United States

$10M company focused on extending Unified Communications and Mobile applications

* Design and provide online and in person technical training to over 5,000 new users and administrators
* VOIP solution for a $78M insurance company rolled out a VOIP integrated solution, managed their infrastructure decreasing support tickets by 25% and increasing service reliability
* Evangelist presentations at conferences increased revenue by 20% over prior year
* Managing a team of 4 direct reports and 12 internationally in a matrix organization
* Worked collaboratively with product managers to plan Agile roadmaps and features to help prepare clients for upcoming changes and product upgrades

Vanessa Brooks, INC. – 2002- 2012

**Managing Director** Florida, United States

Outsourced IT management service provider specializing in Social Business, mobile business, messaging, collaboration and infrastructure solutions

* Continuously designed and provided online and in person training for over 10,000 sales, business and technical people across multiple locations world wide
* $4M economic development organization needed to upgrade their CRM and make it accessible for the web and devices, won project because of discussions with the CEO and saw the ROI for a $50K investment back within the 1st year
* $50M engineering firm we saved over $1.5M by automating their sales and marketing processes
* Managing infrastructures for clients with over 250,000 employees
* Migrating customers to and from mail and document management solutions
* Competitive presentations and discussions related to Cloud Management, Messaging and Mobile
* Active technology evangelist, social media and business blogger, content manager

Magmall – 2001-2002

**Chief Marketing Officer** California, United States

Online subscription magazine company focused on corporate accounts with subsidiaries which design web sites and sales programs for affiliate marketing companies

* Cost/Feature performance tradeoff discussions with CEO and development team
* Developed and tested customer personas and use cases to accurately identify corporate buyers and influencers in multiple market segments
* Defined KPI for product launch and marketing calendar to bring product to market and launch

IBM – 1998 - 2001

**EMEA Product Manager** London, United Kingdom

* Reported to Chief Technology Officer and part of select evangelist team which led 130 sales engineers across the region
* Responsible for a 20-country region that sustained $25B in sales with a services target of a $12B division
* Trained over 5,000 employees and Business Partners on technical topics, sales pitches, and competitive business situations
* Created strategic partnerships with wireless, telecommunications, and services vendors valued annually at $15M
* Deliver Product and Marketing Requirements Documents (PRD and MRD)s with features, uses cases, price plans, business case and strategic justifications for multiple product lines
* Influenced International European Military to move applications to the Cloud which would save over $20M annually
* Edited and presented white papers, positioning papers, competitive pitches
* Competitive presentations and sales made to clients with a 75% approval rating
* Speaker at over 20 events annually on business and technical solutions
* Targeted marketing efforts increased sales between 3% and 12% over 3 consecutive years

IBM Israel – 1997 - 1998

**IBM Global Services Project Manager** Tel Aviv, Israel

* Project manager for corporate messaging and wireless solutions with budgets up to $5M
* Internal and external product evangelist positioning IBM as a leader in Collaboration

**Writings, Speaking Engagements, Social Media**

* My Blog <http://blog.vanessabrooks.com>
* In 2014 my slides were in the Top 5% Viwed <http://slideshare.net/kbmsg>
* Videos, interviews, guest blog sites, articles and book details <http://keithbrooks.com>
* Speaker at IBM Impact, Lotusphere, IBM Connect, MWLUG, The View Admin, Sugarcon,

Social Connections, SUTOL, LTAP, Nokia, Mobile Congress, ITA

**clients & industries**

Experience working with over 70 customers in Telecommunications, Technology, Mobile, SaaS, Web, Financial, Alcohol & Tobacco, Automotive & Fuel, Government, Military, Insurance, and Pharmaceutical industries including:

Citibank, Bankers Trust, Bank of America, Teva Pharmaceuticals, ECI Telecom, Intel, Formula 1, Venice Port Authority, Haifa Port Authority, Intel, Utica National Insurance, Ryder, Toyota Financial Services, Lowe’s, Crayola, Hallmark, Portland Pipeline, Burger King, Ernst & Young, WL Gore, Sonera, NATO, US Courts, Burgess Pigment, Truly Nolen, Smartorg, City Furniture, Nokia, Ericsson, Motorola, RIM, Zimmerman Advertising, Beacon Council of Miami, Echeverria Design, Consumer Health Technologies, King Engineering, Magmall, CRGO Law, Savannah River Nuclear Solutions

**Education**

MBA Baruch College CUNY, New York

Bachelor of Science Accounting Yeshiva University, New York