Claire L.V. Ortega

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Capabilities

Exceptional marketing leader with a proven track record for growing businesses, creating innovative solutions and services, marketing key differentiation to captivate the customer, and streamlining operations. Extensive experience in product marketing, product/services management, project/IT management, and operations management.

- **Marketing**: Strategic marketing, market analysis, ROI analysis, positioning, branding, messaging, value proposition, elevator pitches, taglines, and demand creation. Product/services/SAAS management from requirements definition through development, launch and EOL; competitive analysis; process/ change/risk management, usability and user experience testing, and technical and sales training. Program/financial management, partner relationships, market development funds.
- **Professional:** Management, leadership, and teaching abilities. Strategic and tactical; goal oriented and self-motivated; creative and innovative. Excellent verbal and written communication, public speaking, presentation, team oriented, and flexible.
- **Industries**: Livery and tourism, apartment market and student housing real estate, enterprises, SOHOs, telco's, carriers, OEMs, ISVs, MSOs, government, education, healthcare, contact centers, hospitality, video, and construction.
- **Key Initiatives:** Cloud computing, SAAS, virtualization, remote management, WiMAX, ATCA, NEBS, Voice/Video over IP/DSL/Cable/Packet, video streaming/conferencing, IPTV, IP convergence, electronic recycling and trade compliance.
- **Technical Expertise**: Linux, SQL, HyperV, VMWare, Ethernet, ATM, DSL, cable modem, TCP/IP, VoIP, H.323, softswitches, DOCSIS, PacketCable, CableHome, media gateways, CMTS's, DSLAMs, RAID, SATA, SAS, SCSI, Fibre Channel, ATCA, CompactPCI, PCI; ASP, HTML, and JavaScript; Salesforce, Axosoft OnTime, Hubspot; PhotoShop, InDesign, Premier, FrameMaker, Access, SQL, Word, Excel, PowerPoint, Project, and Visio; LimoAnywhere, FareHarbor, QuickBooks.

Professional Experience

Operations Director *Kauai Luxury Transportation & Tours* *9-2014 to Present*

Direct overall marketing and sales strategy and day-to-day operations for livery and tour company:

- Researched livery management systems and implemented LimoAnywhere to streamline dispatching and managing trips, online bookings, payroll, invoicing, and accounting. Ported over data, setup driver pay, pricing structure, and accounts; customized backend including forms, confirmations, invoicing, custom automated emails and texts. Researched and implemented new credit card processing and tour management system to enable online bookings and manage tours sold by the seat.
- Continue to develop new service offerings and new revenue streams. Drive marketing activities with local and online partners including Timeshare Resorts, Expedia, Viator, Pleasant Activities, TripAdvisor, etc. to increase sales, rakings and awareness.
- Rebranded the company: researched new name and URL; created new logo, new business cards, new Sprinter labels, and collateral; managed new website development and new brand launch.
- Manage hiring and training drivers, tour guides, as well as marketing/sales and operations personnel. Manage day-to-day operations: dispatching, accounting, and payroll.
- Documented all company processes and developed new processes to streamline and manage the business. Developed tour guide manual to train guides on Kauai history and culture. Documented movies made on Kauai for training.

Director of Marketing & Product Management *Axiometrics* *5-2013 to 6-2014*

Directed the brand, vision and products for Axiometrics. Managed product development, delivery, and launch; owned product lifecycle; acquired resources to develop and maintain products and services. Streamlined marketing, IT and software development.

- Defined and developed new SAAS Portal using newer IT technologies HTML5, MVC, JQuery, SSRS, Dynamic SQL, Windows Azure, Google Maps with heat mapping, dashboards, widgets, creating a fully-customizable, self-service portal to visualize and report on apartment data; create product requirements document, perform competitive analysis, functional flow diagrams, and prototype solutions with engineers; CEO Letter of Recommendation.
- Drove strategic and tactical marketing for new brand and new website, inbound/outbound marketing, messaging, social media, and collateral. Drove product naming/messaging, and website design/development using Hubspot and HTML5.
- Streamlined marketing systems with Salesforce; automated marketing campaigns; analyzed areas for growth; implemented company-wide project management system; set up tracking metrics for marketing and IT to track team and individual success.
- Led software development team into newer technologies, converted from Visual Basic 6 to C# applications, leveraged SSRS and

stored procedures, implemented source code control, continuous integration, and software automation; added ten software developers and IT staff. Managed IT infrastructure; solved backup issues using volume-based backups and SQL maintenance plans, RAID and storage issues; implemented desktop security processes and standardized workstations with system imaging.

Sr. Services Product Mgr *Unicom Engineering/NEI/Alliance Systems) 6-2004 to 12-2012 (program closed)*

Defined, launched and managed the lifecycle of software and services offerings; drove cloud, SAAS, virtualization, remote management, electronic recycling, and trade compliance initiatives; gathered requirements and defined pricing, roadmap, value proposition, messaging, and operational processes; tested market offerings and usability directly with customers to refine offering; trained FAEs and sales staff, built training tools, wrote playbooks, functioned as software and services subject matter expert.

- Created new software/service offerings for cloud, SAAS, and virtual appliances, global electronic recycling, and trade compliance. Software included SAAS to build and deliver remote automatic updates, modularized software for easy integration directly with OEM/ISV software, and hardware and virtual appliances that lower total cost of ownership.
- Doubled NEI software sales and led market penetration for NEI services through direct customer engagements.
- Presented at industry conferences to target new industries with flexible remote service models and fully-secured solutions using NEI dedicated appliance, virtual appliances, and remote management of expensive field equipment.
- Created operational processes for new services, created standardized pricing, and developed IT tools for operational efficiency; defined value proposition and financial models for OEM/ISV outsourcing.

Product Marketing Manager

Drove strategic and technical marketing for NEI and OEMs, new market penetration for medical, industrial, WiMAX, VoIP, video over IP, IPTV, call recording, and security; analyzed industry and technology segments for strategic growth opportunities; provided sales training and tools; marketed communications servers, partner support programs, carrier-class servers, call recording servers, ATCA, NEBS, and other industry-standard solutions to telco's, carriers, enterprises, and small businesses.

- Obtained and managed distribution marketing funds reaching a million dollars through partner funded programs.
- Developed US/EMEA websites including custom internal search engine and .NET applications and web analytics.

Business Unit Manager *Lloyd Electric 12-2002 to 6-2004 (program closed)*

Managed West business unit for electrical installations and general construction at US airports for the Homeland Security Program; managed customer relationships and contracts; secured new business; defined processes for optimal efficiency.

- Definitized contract in upwards of $60 million through change orders, exceeding the original contract value by six times.
- Managed costs to 15-30% profitability on firm fixed and cost plus contracts at all airports.

Regional Project Manager

Managed all aspects on TSA Baggage Screening Program for electrical and general contract installations at several US airports including project costs, change orders, and schedules for installation of explosive trace detection and explosive detection systems.

Sr. Manager, Product Marketing *Samsung Telecommunications America 4-2001 to 7-2002 (business closed)*

Drove marketing strategy and initiatives for broadband products, voice/data cable modems, digital set top boxes, web screen phones, and voice adapters for cable and DSL systems. Managed marketing communications, business partnerships, vendor contracts, product development, user experience, and customer issues. Conducted market research and competitive analysis on products, technologies, and price points. Developed new products and obtained product certifications for CableLabs, Microsoft, and MSOs. Successfully re-entered cable modem market and entered VoIP field trials.

Manager, 3Com Solutions Lab *3Com (HP) 3-1999 to 3-2001 (company downsized)*

Managed 3Com's multimillion-dollar development and demonstration facility; managed budget, strategy, engineering, marketing, solution integration, and product issues. Provided strategic and tactical leadership for communicating 3Com networking solutions.

- Created real-world, next-generation end-to-end networking solutions for consumer, SOHO, enterprise, healthcare, hospitality, and education markets.
- Developed and tested bandwidth-detected Video Virtual Tour to demonstrate website technology, and represent 3Com's Radical Simplicity brand.
- Created and presented multimedia converged networking demos including voice/video/data compression, IP video conferencing, MPEG-2 encoding/decoding, distance learning and telemedicine, multicast streaming and filtering, and 802.1P traffic prioritization. Produced technical publications for converged network solutions, applications.

Systems/Applications Engineer *Adaptec (Microsemi).* *10–1992 to 3–1999*
Provided applications and systems-level support and technical expertise for NICs, network management, SCSI peripherals and SCSI host adapters; including system and network-level troubleshooting, product usability testing, benchmarking, competitive analysis, white papers, technical training; developed marketing intranet site.

Sr. Technical Writer
Wrote, designed, and produced end-user, system administrator, and engineering hardware and software manuals describing SCSI and EIDE host adapters, ATM NICs, ISA, Micro Channel, PCI, PCMCIA, and VL with DOS, OS/2, NT, NetWare, and UNIX.

Technical Writer *CMD Technology (Lattice)* *Employee/Contractor, 7–1991 to 10–1992 (moved away)*
Wrote, illustrated, and produced all hardware and software manuals, technical bulletins, company documentation, corporate brochures, marketing literature, graphic illustrations, and legal documentation.

Education & Training

Graduate Studies – Linguistics, University of Texas at Arlington, 1988 to 89
Undergraduate – Communication Arts Degree, Cum Laude, Bethany Bible College, Scotts Valley, CA, 1987
Software Classes – Linux; Microsoft Word, Excel, Project; Querying with SQL; Microsoft .NET Development CGI Programming; Windows 95/NT Application Programming; C Language Programming; UNIX System Administrator; HTML; JavaScript; PhotoShop.
Hardware Classes – ADSL and SDSL, SIP, Understanding and Troubleshooting Voice over IP, Bridges and Routers Algorithms and Protocols, Network Security, Network Management, Theory of Bridges and Routers, Designing High-Speed Multi-Protocol Networks, Broadband Networking with ATM, Basic Data Communications, Digital Integrated Circuits and Systems, Design Techniques for Microprocessor-Based Systems, Hardware for Software Engineers, SCSI/IDE/Fibre Channel Nuts & Bolts.
MCSE Training – Administering MS Windows NT 4.0, Supporting MS Windows NT 4.0, Supporting MS Windows NT 4.0 in the Enterprise, Internetworking with TCP/IP.
Management Classes – Project Management Practices & Fundamentals, Managing within the Law, Managing Performance, Guiding the Development of Others, Managing Notification and Renewal, Finance for Non-Finance Managers, Targeted Selection for Hiring, Working in a High-Speed Culture, Negotiation Skills, Presentation Skills, Media and PR Training.