

Curriculum Vitae

Marcus Shields

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Job Experience

May 1998 to November 2000

Marketing Manager at Disticom Systems Limited, 5310 Explorer Drive, Mississauga, Ontario, L4W 4J6 (905-602-7447 xt. 105). (Manager: Fraser Colvin, Vice-President.)

Responsibilities/Activities

- Supervision over and active participation in lead generation and telemarketing team; identification of potential target accounts in vertical markets, establishment of customer contacts. (Highly experienced with sourcing government business through on-line resources such as Merx, Acquisition Reform Net, etc..)
- Product management and development strategy for a wide variety of logistics software applications (SQL databases, radio-frequency networking, etc.).
- Start-to-finish content creation (including artwork and translation into French) and desktop publishing for Disticom's marketing support materials, for example Product Overviews, cutsheets, interactive CD-ROMs.
- Development and maintenance of Disticom's Website (www.disticom.com), including oversight of all of Disticom's Internet infrastructure, including that provided to customers.
- Competitive research and analysis, including pricing strategy.
- Customer and seminar presentations.
- Organization of and planning for, industry trade shows and Disticom's presence at industry events.
- Liaison with Fortune 1000 business partners.

August 1995 to December 1997

Marketing Manager at Kasten Chase Applied Research, 5100 Orbitor Drive, Mississauga, Ontario.

Responsibilities/Activities

- Marketing, product management strategy for introduction and promotion of Kasten Chase's first commercial product (8-port PCMCIA remote access server called "OPtiva") and for introduction of other products.

- Start-to-finish content creation and desktop publishing for marketing support materials, for example "OP*tiva* Product Overview".
- Technical analysis of competitiveness of high technology products compared to competing products.
- Supervision over and active participation in lead generation team.
- Management of Kasten Chase's booth staff, selling and lead generation at trade shows.
- Liaison with Fortune 1000 business partners (for example Racal Data Group of Florida, U.S.A.).
- Seminar presentations for product launches and customer sales presentations.
- Research and creation of RFP (Request For Proposal) documents in answer to government business opportunities.

June 1992 to April 1995

Product Marketing Manager for Novell and Banyan Networking Products, Bull HN Information Systems Ltd. Systems Department, Markham.

May 1988 to February 1992

Product Marketing Manager for Networking Products, Olivetti Canada Inc. Marketing Division, Markham.

February 1987 to May 1988

National Networking Support Coordinator at Mohawk Data Sciences Canada Inc. (now Recognition Canada Ltd.), Markham (Manager Mr. Eric Hooey, 905-475-6060).

September 1985 to April 1987

National Application Support Specialist at ComputerLand Telecare Canada Inc., Brampton (Contact Mr. Steve Cullen, 905-793-9000)

January 1983 to September 1985

Technical Support Analyst at The Elm Street Computer Terminal, Toronto (Manager Mr. Chris Shuster)

February 1981 to January 1983

Technical Support Analyst at Computers Unlimited, Towson (Maryland U.S.A.) (Contact available upon request)

Qualifications/Abilities

- Marketing management, product management strategy.
- Competitive research and analysis, particularly for digital video, LAN/WAN and CTI products.
- Ability to manage a team of computer professionals for various purposes, particularly management of complicated marketing or technical projects.
- Desktop publishing, technical writing, content creation for marketing materials.
- Trade show organization, coordination activities.
- Creation, review, delivery of marketing and sales presentations to a wide variety of audiences from the general public to senior management.
- Technical experience with many products and computer environments.

Linguistic Abilities

- English (mother tongue)
- French (fluent with an English accent)
- Spanish (somewhat less fluent than French)

Education**Post-Secondary**

Graduated First Class Honours Bachelor of Arts from Simon Fraser University, Burnaby, British Columbia, 1981; major subject Political Science, minor Logical Philosophy.

Secondary

Graduated British Columbia High School Honours Degree, Port Moody Senior Secondary School, 1975.

Interests/Hobbies

Internet, Travel, Board and Computer Games, Digital Video, Desktop Publishing and Computer Art, Programming, Writing, Reading, Public Affairs.