

A proven results-driven marketing leader. Demonstrated success in business development, alliance marketing, product marketing/launch, application design, advertising, Internet marketing. Acumen for identifying, organizing, planning, and executing profitable regional, national, and international trade shows.

2399 Garlic Creek, Buda, TX
1202 SW Naphtali Blvd.
Bentonville, AR 72712
shorrocks@att.net

VALUE TO THE ORGANIZATION

Focus: Product Marketing Manager

Align business strategy with technology by innovatively integrating processes

Accomplished product management professional who creates value by envisioning and executing opportunities to achieve unprecedented results in challenging and competitive markets for small to Fortune 500 companies in a variety of industries. Big-picture vision, leadership and tenacity to successfully manage teams focused on process improvement, corporate objectives, and customer satisfaction. Penetrate new markets, capture market share, and accelerate corporate-revenue growth. Interact effectively with individuals at all levels of an organization and from diverse cultures. Budget time and resources for effective territory management. Recognized for integrity, strong work ethic, and dedication. **Signature Strengths include:**

<p>New and Existing Business Development Sales Forecasting/Strategic Planning B2B Product Management International Business Market Analysis Branding</p>	<p>Persuasive Presenter & Negotiator Needs Assessment and Solutions Motivational Team Leadership Customer Service/Experience Client/Vendor/Public Relations Trusted Partner</p>
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CAREER NARRATIVE

WAL-MART STORES, INC., Information Systems Division (ISD), Bentonville, AR; 04/10 to Present
World's largest retailer with over 2 million employees and >\$400 billion in annual revenues.

Product Manager

In newly created role, responsible for management of product line development budget of approximately \$10 million and member of team negotiating \$30 million vendor contract. Manage three business analysts and work with business customer to align strategy with deliverables.

- Organized key store innovation team members from three individual business units, Wal-Mart US, Wal-Mart International, and Sam's Club on project focused on joint project development needs. Achieved team consensus on necessary requirements to satisfy all three groups. Combined efforts and cooperation of teams saved valuable time when annual budget sessions started.
- Involved team in collaborative annual IT budgetary exercise providing estimated development costs for new fiscal year major software development initiatives.

DNP Photo Imaging America Corp, (DNP PIA), San Marcos, Texas; 06/07 to 02/10

\$75 million retail digital photo division of \$13 billion conglomerate headquartered in Tokyo. Offers cutting edge kiosk software and systems integration services providing digital photo printing in drug store chains and photo specialty shops. Major competitors include HP, Kodak and Fuji. 65 employees.

Senior Vice President, Product Management, Marketing, & Process Control

Scope of accountability included organizing product management including beta test and system development process by coordinating product management, development and quality assurance through effective project management. Directed staff of two-person marketing team, two-person technical writing team, and eight-person product management team. Managed \$1 million annual tradeshow budget, execution of tradeshow plans, and performance of marketing vendors.

- **Established** order, consistency, accountability, and eliminated "mystery and back-door" projects in product development process. Designed and instituted formal project request process introducing system of checks and balances for sales department development requests, bringing together main functional departments, and providing visibility of all marketing programs for executive staff to make appropriate, cost-effective product development decisions.
- **Delivered** multi-million dollar photo print media contract by leading team in successful deployment of new product to over 1,000 Walgreens locations.
- **Created and implemented** role of product marketing manager within the company and trained person in the development of marketing requirements documents (MRDs) to align with company strategy and sales objectives.

DATAMAX CORPORATION, Orlando, Florida; 03/99 to 06/07

Now known as Datamax-O'Neil (part of Dover's Product Identification Group which generates more than \$1 billion in business), is a world-class manufacturer of industrial barcode, RFID, and portable thermal printers for commercial and industrial applications. 400 employees.

Director of Product Management ▶ 02/05 to 06/07

Charged with managing product life cycle, including business case development, market pricing, marketing alliance, sales support, beta test management, and product launch. Direct reports: Two product managers and one technical integration specialist.

- **Partnered** with hardware and software engineering groups ensuring products were appropriately beta tested, refined, and readied for production release.
- **Successfully launched** E-Class printer, immediately embraced in OEM form by multiple companies, including VeriFone which included it in vehicle registration systems and hunting license systems which were sold to various state agencies around the country as well as various postal agencies in Europe.
- **Drove** entry into admissions ticketing industry with S-Class ticket printer, taking market share away from long-standing industry de facto standard. Championed business development initiative by engaging in relevant industry associations and tradeshow and developing direct relationships with many independent software vendors (ISVs) and hardware distributors.
- **Spearheaded** launch of innovative software product enabling barcode printers to internally host data collection applications - ushering in 'intelligent' barcode and data collection printer. Developed and implemented launch program certification process for dealers allowing sale of innovative product and providing increased dealer revenue stream.
- **Recipient** of Datamax Marketing Achievement Award for successfully managing OEM product account with Pitney-Bowes.

Business Development Manager: Software Alliances / Integration Services ▶ 01/02 to 02/05

Responsibilities included developing marketing relationships with third-party software develops, systems integrations, value-added resellers, and top tier ERP providers.

- **Developed** marketing alliance program to build stronger relationships with key ISVs (including SAP and Oracle) in a wide variety of industries, resulting in increased acceptance of our products and improved sales.
- **Collaborated** with strategic partners and third-party developers on business development planning for vertical application specific solutions and offerings.
- **Liaison** and point-person to third-party software developers and alliance partners.

Senior Product Marketing Manager, Software Alliances / Integration Services ▶ 03/99 to 01/02

Responsible for managing and reporting to executive-level management all product development activities, project implementations, and potential conflicts.

- **Researched** and evaluated new markets, industries, and potential applications, providing detailed reports.
- **Significant** contributor to product launches through proactive participation / presentations in major industry trade shows and ensuring wide media coverage.
- **Contributed** to effective product launch. Utilized major industry trade show participation and media coverage.
- **Generated** technical, market-focused documents for product release kits.

PROFESSIONAL DEVELOPMENT

Project Management
Marketing Alliances
FranklinCovey Manager Training

TECHNICAL SKILLS

Microsoft Office (including AccessDB)
SAP ABAP Basics
XML Basics
Streamserve Report Generation

EDUCATION

University of Phoenix, Salt Lake City, UT
Bachelor of Science Degree in Business/Information Systems

Utah Technical College, Salt Lake City, UT
 Computer science and engineering studies