

RESUME OF OMAR BARRAZA

(951) 215-6627 | www.linkedin.com/in/omarbarraza | omargbarraza@gmail.com

SUMMARY

Personally, I'm a Southern California native with broad interests and an individual that appreciates opportunities to help people. Professionally, I'm a business-to-business (B2B) product marketer with 18+ years of experience now working as an independent marketing consultant while searching for an opportunity where I can focus all of my talents, expertise, experience, knowledge, skills, and abilities.

My work through OmarBarraza.com enables marketing executives at business-to-business (B2B) information technology (IT) companies to scale their marketing capabilities to manage the launch of their businesses, solutions, products, and services. At PlanStartGrow.com, I collaborate with founders, owners, and executives at small and medium businesses (SMB) to grow revenue and profit through marketing. For example:

Success Stories at OmarBarraza.com

- Aggregate bookings reached \$1 billion within 18 months for XtremIO by leveraging new product launch tools for EMC.
- Competitive selling resource gaps vanished due to five new marketing collateral and sales tools packages for NetApp.
- Solution and product positioning became clear for six vertical industries using new sales toolkits for Pure Storage.

Success Stories at PlanStartGrow.com

- Student enrollments doubled in six months without increasing overall marketing budgets for Westech College.
- Online software trial registrations and new customer activations continuously increased for Atandra.
- The launch of a new company completed on time with branding, corporate identity, and a website for Wax Myrtle.

SELECT MARKETING ACHIEVEMENTS

- **Managed a multidisciplinary team that drove year-over-year revenue growth of 300%.**
Developed and executed marketing and product plans. Supervised and mentored staff. Managed product lines with responsibility for profit and loss (P&L). Reported directly to the executive team and managed 7-figure marketing budgets.
- **Branded companies, products, and services to support launches, mergers, and acquisitions.**
Participated in an executive level initiative to integrate HireRight, USIS, and Altegrity brands. Re-branded and updated marketing collateral and sales tools. Developed new HireRight corporate brochure. Published new materials for products and services.
- **Wrote and published 100s of marketing collateral and sales enablement tools.**
Created templates and content. Materials included price lists, brochures, data sheets, presentations, web content, white papers, case studies, reference architectures, battle cards, and FAQs. Published items online and as printed items.
- **Executed email campaigns that created hot sales leads at average cost per lead (CPL) rates less than \$1.**
Designed HTML and text emails, created informative graphics, wrote compelling copy, selected recipients, and distributed emails. Analyzed click-through data, imported leads into Salesforce.com, and reported results. Administered email software.
- **Executed webinars that created warm sales leads at average cost per lead (CPL) rates less than \$10.**
Created presentations, scheduled events, selected invitees, distributed invitations, and presented webinars. Collected registration information, imported leads into Salesforce.com, and reported results. Administered webinar software.
- **Launched a new product that won Best of Show Award at prestigious industry trade show.**
Finalized brands, developed solution architectures, determined positioning, created messaging, and wrote launch materials. Briefed industry analysts and media to obtain supportive quotes and articles. Trained sales staff and supported sales calls.
- **Coordinated conferences, meetings, and social networks with up to hundreds of participants.**
Coordinated live/face-to-face and virtual/online user group events. Served as liaison to user group community and organized monthly board meetings. Supported annual Customer Advisory Council (CAC) meetings.
- **Surveyed thousands of professionals and published authoritative industry benchmark reports.**
Performed annual survey of influential executives and managers at FORTUNE Global 500 organizations through small and medium businesses. Created survey, distributed invitations, collected responses, analyzed data, designed layout, created charts, and wrote copy.
- **Resolved issues for a strategic customer to facilitate new product with shipments exceeding 100,000 units.**
Documented comprehensive list of issues impacting shipments of customer (Netgear) products. Established and led a multidisciplinary task force, resolved technical product issues, and updated existing products to enable Storage Central Turbo launch.

WORK EXPERIENCE (PAST 10 YEARS)

Marketing Advisor, Strategist, and Consultant at OmarBarraza.com

June 2012 to Present

Wildomar, California – B2B Marketing Solutions – Independent Contractor

- Launched a practice delivering marketing services to information technology (IT) companies.
- Focused on enabling marketing executives at IT companies to scale their marketing capabilities.
- Supported \$1 billion in aggregate bookings within 18 months by developing new XtremIO product launch sales tools for EMC.
- Closed gaps in competitive selling resources by developing six new marketing collateral and sales tools packages for NetApp.
- Facilitated the positioning of product and service solutions within five vertical industries with new sales toolkits for Pure Storage.

Marketing Consultant at PlanStartGrow.com

June 2012 to Present

Wildomar, California – B2B & B2C Marketing Services – Independent Contractor

- Launched a practice delivering marketing services to small and medium-sized businesses (SMBs).
- Focused on collaborating with founders, owners, and executives to increase revenue and profits through marketing.
- I doubled student enrollments in six months without increasing overall marketing budgets for Westech College.
- Continuously increased online software trial registrations and new customer activations for Atandra.
- Created an online presence including brand, corporate identity, and website for Wax Myrtle.

Director of Product Management and Product Marketing at Astute Networks

June 2011 to June 2012

San Diego, California – Virtualization and Cloud Computing – Approximately 25 Employees

- Developed Networked Performance Flash, DataPump Engine, FlashWRX, and ViSX branding, positioning, and messaging.
- Launched ViSX G3 product family of enterprise flash memory solutions for VMware virtualized environments.
- Wrote white papers, case studies, reference architectures, battle cards, and other marketing collateral and sales tools.
- Collaborated with the sales team to support distributors, recruit resellers, progress sales opportunities, and arrange product evaluations.
- Created microsites, landing pages, online advertisements, newsletters, email messages, and other demand generation content.

Senior Product Marketing Manager (and User Group Liaison) at HireRight

November 2007 to June 2011

Irvine, California – Software as a Service (SaaS) and Business Services – Approximately 1,500 Employees

- Marketed most of the company's products and services for enterprise and small and medium business customers.
- Provided content for direct mail campaigns, email campaigns, landing pages, blog articles, social networking, events, and more.
- Created hundreds of pages of marketing collateral and sales tools to facilitate more than \$100 million in annual revenue.
- Facilitated HireRight User Group and HireRight Customer Advisory Council conferences, events, and meetings.
- Managed contact lists, designed processes, developed email and letters, and distributed communications to customers.

Director of Marketing at Zetera

May 2006 to November 2007

Irvine, California – Software Development and Licensing – Approximately 50 Employees

- Joined the executive team to develop a strategy for raising additional funding and presented to major venture capital firms.
- Executed product marketing activities, defined product roadmaps, met with prospects, supported customers, and led quality initiatives.
- Strengthened company relationship with Netgear to preserve this strategic account and launch a new product with 100,000+ unit sales.
- Developed Zetera NBOD concept, developed collateral, and launched company's first products for small and medium businesses.
- Served as subject matter expert (SME) and technology evangelist to educate investors, analysts, media, customers, and prospects.

Senior Staff Product Marketing Manager at QLogic

September 2005 to May 2006

Irvine, California – Server and Storage Networking – Approximately 1,000 Employees

- Developed an improved New Product Introduction (NPI) process and established the company's first multiyear software roadmap.
- Positioned the SANsurfer brands and products as an integrated network management software suite for enterprise and SMB customers.
- Reduced time to market (TTM) for software releases from annually to quarterly and improved product release documentation.
- Initiated this company's relationship with VMware to arrange interoperability testing, support a joint launch, and enable marketing activities.
- Proposed complementary ideas and alternative pricing models for launching new products, monetizing software, and increasing revenue.

Director of Marketing (and Product Management) at Dot Hill Systems

July 1998 to May 2005

Carlsbad, California – Data Storage Hardware and Software – Approximately 250 Employees

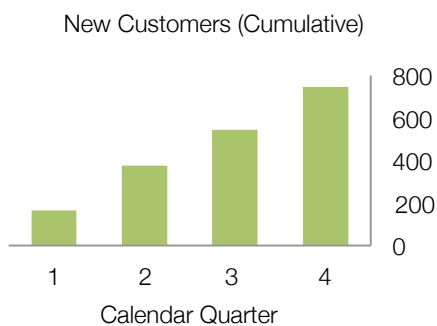
- Directed and mentored a geographically dispersed marketing team to release new products that facilitate 300% year-over-year revenue growth.
- Launched, marketed, and managed the LynxArray, SANnet, SANscape, and SANpath series of products for OEM and reseller customers.
- Collaborated with multidisciplinary teams to sign an agreement with Sun Microsystems, the most profitable customer in this company's history.
- Supported Sun Microsystems product and marketing teams with positioning, launching, and marketing their Sun StorEdge 3000 series.
- Joined the executive team to develop strategies and materials that raised \$154 million in capital through a secondary stock offering.

EDUCATION

- University of La Verne, La Verne California
- Mount San Antonio College, Walnut California



B2B Company Gains 744 New Business Customers Within 12 Months



My Almost Free Marketing™ pays for itself—guaranteed—and delivers results without increasing marketing budgets. For this business-to-business company, my marketing work created hundreds of new business customers annually.

Digital Marketing Campaigns Deliver Consistent Results

Before my marketing work, this B2B company primarily relied on unpredictable phone calls to create new customers. Now, the integrated digital (online) marketing campaigns I created and manage consistently generate contacts and leads and then convert them into new customers.

Integrated Marketing and Sales Automation Protects Revenue

I implemented highly effective, automated marketing and sales processes that ensure customers make larger purchases than planned, stay much longer than expected, and upgrade more often than usual. Retaining customers is vital, especially when creating new ones is costly.

Conversion Rate Optimization Increases Engagement

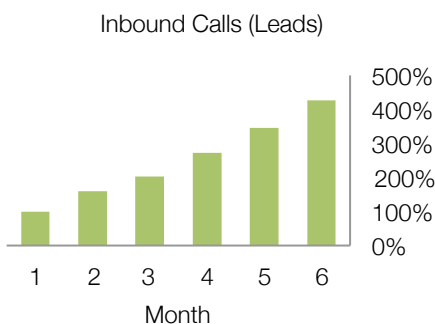
Continually making improvements to marketing effectiveness is important, regardless of marketing budget size. That's why my Conversion Rate Optimization (CRO) focuses on driving engagement that accelerates the marketing and sales lifecycle. CRO also increases the percentage of visitors becoming contacts, contacts becoming leads, leads becoming opportunities, and opportunities becoming customers.

Request Your Free Trial Now

Visit me online or email me at to request a free trial, get answers to your questions, or learn more about Almost Free Marketing.



B2C Company Experiences 426% More Inbound Calls (Leads) Within 6 Months



My Almost Free Marketing™ pays for itself—guaranteed—and delivers results without increasing marketing budgets. For this B2C company, my marketing work multiplied the number of people calling to make a purchase.

Non-disruptive Marketing Tracking and Reporting Introduced

Initially, this B2C company could not assess the success or failure of their individual marketing campaigns. Today, they know which campaigns are generating the inbound calls that lead to purchases—the marketing outcome that matters most to this company.

Initially Revealed \$10,000 in Monthly Marketing Budget Waste

Reacting to competitor's marketing campaigns initially guided this company's decisions when allocating their marketing budget. My analysis demonstrated that, surprisingly, the most expensive campaigns delivered their worst results and then helped to re-direct spending to their most profitable campaigns.

Follow-up with Prospective Buyers Becomes Automated

This company operates a people-centric business, and their prospective buyers expect very timely information to make informed decisions. My work reduced administrative overhead and then automated manual marketing activities to deliver information more rapidly to prospective buyers.

Request Your Free Trial Now

Visit me online or email me at to request a free trial, get answers to your questions, or learn more about Almost Free Marketing.