

Colleen Fitzpatrick
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Skills Summary:

- Network product management and marketing
- Strategic partner acquisition, nurturing and positioning
- Vertical market strategy and channel development
- Identifying market adjacencies and new network architectures
- Sales and channel training development and delivery
- Content development for network solutions
- Public speaking at international events
- Managing global teams

Experience: Independent Consultant
CA

San Jose,

11/2009

to Present

Cisco Systems
CA

San Jose,

10/2000 to

9/2009

Cisco Systems

San Jose, CA

Sr. Industry Solutions Manager

4/2004 to 9/2009

- 2006 – 2009, Enterprise Marketing, Manufacturing Global Vertical Team

Identified and developed solutions for industrial and oil and gas customers based on Cisco's wireless LAN product line

- Partnered with Emerson Process Management to develop and deploy 802.15.4 wireless outdoor industrial monitoring systems
- Initiated global marketing programs resulting in installations in Saudi Arabia, Brazil, Singapore, The Netherlands, Russia, Japan and US.
- Provided training and support for global stakeholders.
- Established lighthouse accounts
- Authored white papers on co-existence and security of 802.11 and 802.15.4 networks.

- Published deployment guides, brochures, video presentations and podcasts
- Engaged in similar efforts with other industry leaders, Rockwell Automation, Yokogawa, Schneider, General Electric, and Dust Networks
- Developed a video surveillance solution with Pelco targeted at harsh outdoor environments based on Cisco's industrialized outdoor Mesh network, Pelco's intrinsically safe video cameras and software analytics
- Managed the Solutions Requirements Document (SRD) and Marketing Requirements Document (MRD) process
- Initiated and completed the partnership activity
- Jointly designed a wireless solutions architecture
- Directed the global solutions messaging and launch
- Lead the lighthouse account acquisition effort
- Published customer case studies, white papers customer presentations and web content

Industry Solutions Manager

- 2004 – 2006, Enterprise Marketing, Retail Global Industry Team
Defined, managed and marketed joint wireless solutions for the Retail Industry including 802.11 wireless telephony for stores, Wi-Fi asset tracking for distribution centers, wireless bridging for connecting regional stores. Worked collaboratively with industry leaders, IBM, Accenture, HP, AeroScout and Vocera
Established Cisco as the leading wireless supplier for the Retail Vertical

Cisco Systems

Product Manager

San Jose, CA
10/2000 to 4/2004

- Wireless Networking Business Unit
Drove product requirements (PRD) for 802.11 WLAN and Bridging products for vertical industries, including healthcare, retail, education and manufacturing. Developed and delivered training to the field sales organization. Worked directly with customers on large deals. Served as a wireless subject matter expert for executive briefings and industry speaking engagements. Managed relationships with key partners. Grew wireless revenues from vertical market customers to 80% of total revenue, > \$500 million

Symbol Technologies, Inc

Sr. Product Marketing Manager

San Jose, CA
4/1995 to 8/2000

- Wireless Design Center

Managed product management and product marketing for Symbol's flagship WLAN offering, Spectrum24. Defined and managed the Symbol Developer Program, a web based service for Symbol's software developer community. Worked with industry leaders like Cisco, Nortel and Mitel on OEM arrangements for Symbol products.

NEC Technologies
Product Manager

Mountain View, CA
6/1993 to 4/1995

- Laptop Computer Division

Directed the development of all communications peripheral products for NEC laptop computers.

Digital Equipment Corp.
Maynard, MA

Product Manager

Digital Equipment Corp.

New York, NY

Sales Representative

Digital Equipment Corp.
Financial Analyst

Maynard, MA

Education:

Humboldt State University

Arcata, CA

BA, Liberal Arts

Santa Clara CCOE

Photovoltaic Applications and Installation

San

Jose, CA

Interstate Renewable Energy Council

Solar Water Heating Systems

San

Jose, CA

West Valley College

Saratoga, CA

Energy Efficiency Management

Professional Associations: USGBC, National Association of Professional Woman,
Wireless Communications Alliance, Grid Alternatives, Solar ABCs

References: Available upon request