

PER SEGERSTROM

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OBJECTIVE

Results oriented marketing professional with several years of hands-on experience developing and implementing successful marketing and communications programs in business-to-business and business to government organizations. My objective is to influence and impact the revenue and sales for an organization. Have excellent product marketing, project management, writing, organizational, problem solving, interpersonal and analytical skills.

MARKET KNOWLEDGE

IT, cybersecurity, telecommunications, satellites, healthcare, government

PROFESSIONAL EXPERIENCE

March 2009 to Present

Kratos Defense & Security Solutions – Systems Integrator and Software Company

Director of Marketing Programs (2014 – Present)

Senior Marketing Programs Manager (2012-2013)

Marketing Programs Manager (2009-2011)

Responsible for all marketing efforts (lead generation, public relations, events, SEO, websites, etc) for satellite and network monitoring product family. Hands on management of all programs from concept to completion.

Key Accomplishments

Campaign: 5 Ways to Improve QoS For Customers Faster & Smarter

Elements: webinar, white paper, article, fact Sheets, emails, calling, video and banner ads

Results: registered 136, attended: 40%, webinar Rating: 95% (Very good/good) and 50% requested demos

Building the Teleport of Tomorrow: Executive Insights into Succeeding in a Dynamic Market

Elements: webinar, white paper, emails, calling and banner ads

Results: registered 382, attended: 37%, webinar rating: 100% (very good)

Delivering a Faster and More Cost-Effective Approach to Continuous Monitoring

Elements: brochure, video, fact sheet, articles, emails, events and microsite

Results: Increased awareness of Kratos brand within federal agencies in regard to cybersecurity

-Much stronger relationship with Microsoft and go to marketing support

-Ten articles from FCW, GCN, FedScoop and the Washington Times

-12 appointments setup with different agencies to discuss solutions

-1,419 new contacts from events

Ending VSAT Interference

Elements: panel event (at tradeshow), videos, calling, article, microsite, email and banner ads

Results: registered: 268, attended 50%, 28% registered for follow-up webinar

Learn How NASA Assures Communications Between the Mars Rover and It's Helicopter Drone

Elements: webinar, emails, banner ads, calling

Results: registered: 110, attended: 37%, 100% (Very good/good), 76% requested demos

January 2008 to January 2009

Liquid Computing – Hardware Company – Arlington, VA

Marketing & Communications Manager

Key Accomplishments

- Managed the development of new corporate website; also maintained site
- Supported the creation and promotion of thought leadership assets including videos, white papers and podcasts
- Boosted lead quantity and improved quality of prospects with targeted vertical campaigns
- Increased Google ad words click-throughs and improved SEO for website
- Executed successful co-marketing programs with AMD, Microsoft and NetApp
- Created and updated sales tools including the writing and editing of collateral and presentations
- Managed tradeshows, webcasts, seminars and other events
- Instituted new process in SalesForce.com, provided training and also served as system administrator

April 2005 to January 2008

immixGroup – Government Business Consultant - McLean, VA

Marketing Programs Manager

Key Accomplishments

- Supported top tier clients including EMC, IBM, Oracle, Symantec and others with integrated federal marketing programs
- Implemented an integrated marketing program featuring a webcast that generated 637 leads, 52% attendance rate and a rating of “very good” or “excellent” by 90% or respondents
- Generated significant media coverage with industry awards in the Washington Business Journal, Washington Technology, Federal Computer Week, Federal Times, VARBusiness and GovernmentVAR
- Wrote and updated sales tools including case studies and collateral
- Created comprehensive report analyzing CRM system and instituted continuous improvements to support marketing process

October 2002 to March 2005

Group 1 Software (*A Pitney Bowes Company*) – Software Company –Lanham, MD

Manager of Market Development

Key Accomplishments:

- Supported sales team of 40 executives in seven branches with integrated lead generation programs
- Created annual marketing plan and tracked half a million dollar market development budget
- Implemented targeted customer acquisition, retention, up-sell, win-back and vertical campaigns
- Established, wrote and distributed quarterly newsletter to 25,000 prospects and customers
- Presented results of marketing programs to executive management on a quarterly basis

June 1999 to September 2002

EYT, (*formerly Ernst & Young Technologies, Inc.*) - VAR/ASP- Chantilly, VA

Marketing Manager

Key Accomplishments:

- Managed marketing efforts with EYT's largest sales channels E&Y and CGE&Y through internal events, newsletters, web seminars and tradeshow
 - Wrote and distributed targeted monthly newsletter garnering \$80k in revenue at a cost of \$1,500 in 6 months
 - Created and implemented integrated co-marketing campaigns with IBM (including: direct mail, telemarketing, tradeshow, advertising, email campaigns and web seminars)
 - Executed communications (including public relations and internal communications) effort for launch of EYT as a new company (from E&Y)
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SKILLS

- Adwords 101 and 201 certification (Cardinal Path)
 - CRM (Microsoft CRM, Oracle CRM, Sugar CRM and Salesforce.com)
 - Email (MailChimp, ExactTarget, Act-On)
 - Microsoft Office (Access, Excel, Power Point, Project, Word, Visio)
 - Content Management Systems (Sitecore, WordPress and Expression Engine)
 - Marketing Automation (Act-On)
 - Surveys (Vovici)
 - Webcasts (Live Meeting, WebEx, Go to Webinar)
 - GovWin Database
 - Privia Proposal System
 - Sharepoint
 - Moviemaker (video editing)
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EDUCATION

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| <i>November 1997</i> | University of Leeds - Leeds, England
MSc., Communications (with distinction) |
| <i>June 1996</i> | Carleton University - Ottawa, Canada
B.A., Mass Communications (with high honors) |