



Peter Huboi

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Hands-on, high energy, results-focused professional with 14+ years combined global product marketing and product management experience seeking a Marketing or Product Management leadership position. Effective and proven mix of product management, marketing, technical, creative, business and customer skills:

Social Media Marketing • Global Product Marketing • Product Management • Vertical Marketing • OEM Partnerships • Business Development • Network Management • Regulatory Compliance • Channels Operations • Business Process Improvement

- Created 1st ever YouTube Video Resume with Navigation. Invented a serial navigation technique in the process (2 cross linked nearly identical videos appear to play as one video with navigation)
- Increased "Playlist Power" MySpace app downloads by **50% in 4 months** through Social Media Marketing efforts (blog, twitter, groups/forums, etc)
- Led market introduction of Nortel's Voice Office applications on IP phones, strategically important to bringing Enterprise TDM PBX installed base to an IP-PBX solution, a **\$1Billion** upgrade revenue opportunity.
- Led Nortel's enterprise next gen. Hospitality solution development /marketing effort resulting in significant business in target **high end 4-5 star hotels and convention centers**.
- 4+ years experience as a **manager reporting to VP of Operations** as well as other team and mentoring assignments.
- **1,000 % increase in revenue** over 3 years for web based PBX management product portfolio.
- **\$15 Million** in estimated revenue from accelerating product development in Hospitality
- **\$3 Million in cost savings** from product structure simplification over several product iterations.

Skills

Social Media Marketing • YouTube with Navigation • PHP, MYSQL (LAMP) • Ruby on Rails • Flash • Adobe PhotoShop • Web Graphics • Design for Interactivity, • Adobe Premiere • Video Production • Multimedia Design with Macromedia Director • Sound for Multimedia • Multimedia Project Management • Designing Document Plans • Designing Training Programs • Database Fundamentals • HTML • Camtasia • SEO • WordPress Blog • Public Relations • currently investigating Adobe Flex and Flash Catalyst

Professional Experience

Senior Product Marketing Manager
Nortel Networks, Inc., Santa Clara CA

1999 – 2009

- 100 customer presentations per year at the Nortel western region Executive Briefing Center including **C-level and VP level presentations**.
- **Proven marketing skills.** Develop and execute on product-specific go-to-market plans for 3-6 products concurrently including creation and updates to product presentations, cheat sheets, competitive briefs, channel newsletters, internal newsletters, data sheets, white papers, and web site content. Work with cross-functional teams within sales, vertical and solutions marketing, product management, program management, tradeshow and events team, advertising, public relations, operations and OEM partnerships. Competitive assessments and interface with industry analysts. Prepare and deliver sales training to both internal sales and channel sales teams. Customer presentations and workshops.
- **Resourceful** - Expedited Flash demo disk development outside of slower corporate process to meet tradeshow deadline working with OEM startup partner Net6
- **Self-Starter** - overcame "frozen budget" limitation on brochure creation estimated at \$8,000 by purchasing Adobe InDesign, learned program, and self-produced brochure in 4 days.

Professional Experience (continued)

Product Manager

Nortel Networks, Inc., Santa Clara CA

1994-1999

- **Product Portfolio Responsibilities:**
 - PBX Management Software portfolio
 - Large Enterprise IP-PBX/PBX OA&M, Call Accounting and Security
- **Simplified Product Structure** over several product iterations to reduce codes required from almost 400 product codes and an sales ordering and engineering guide of nearly 100 pages to approximately 10 product codes and sales ordering and engineering guide of 3 pages.
- **Conceived and produced** a product Distributor Readiness Guide that was so well received by the Nortel Distributor Alliance Council (DAC) that channels requested Nortel produce this same document for every new product introduced. This guide served as forerunner to the current Nortel Channel Readiness Knowledge Transfer Kits (KTKs).

PacTel Meridian Systems (Nortel Networks / Pacific Telesis Joint Venture)

- Manager level positions **reporting to VP of Operations** 1989-1994
 - Manager, Advanced Applications & Data Networks
 - Manager, Technical Support Engineering and TAC
 - Field Service Engineer (Acting Service Area Manager)
- **Founding member** of the Nortel Distributor Alliance Council. Served as New Product Introduction **subcommittee chair** and System Management **task force chair**.
- Consistently managed to budget while keeping team at **95% measured productivity**
- **\$4 Million** in estimated annual savings from **remotely clearing 35%** of open tickets

Education

Bachelor of Arts, Liberal Arts

San Jose State University, San Jose, CA

1991

Addendum

Patents:

US Patent 7,313,592 and US Patent 6,799,198, "Method and apparatus for providing user specific web-based help in a distributed system environment", Peter A. Huboi, Shailendra Sharma, Laurence C. Chan, John Epplert, issued December 25, 2007 and September 28, 2004

Publications: Featured Blogger/Writer at WriterSpan.com (March 2009)

Affiliations: Volunteer organizer with **VCTaskforce**. www.vctaskforce.com

LinkedIn Recommendations: <http://www.linkedin.com/in/peterhuboi>