

Dana Morris

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- ✓ Strategic and tactical technology marketing program management.
- ✓ Results-oriented team leader with demonstrated ability to deliver.
- ✓ Award-winning promotional programs, lead generation and revenue creation.
- ✓ Development of internal teams, strategic partnerships, external services and alliances.

Specialties: Strategic and tactical marketing for domestic and global branding of enterprise initiatives. Creative problem solving. Process procedure development and implementation. Marketplace research and trend analysis. Marketing of products and services. Launch and response tracking. Identification and development of strategic partnerships. Executive status reports of program actuals and trends. Lead generation and sales team support. Proposal and bid research and writing, design and project management. Budgeting. Event and workshop program planning, development and management. Promotions to targeted vertical and horizontal industries. Advocacy group development and promotion. Skilled at working with technical resources to develop benefits and ROI messaging. Consistent project cost reductions, and revenue generation.

Vice President, Marketing

Object Management Group (OMG), Needham MA, July 2000- April 2009

- Implemented strategic positioning and branding of international standards organization.
- Developed and managed marketing and events budget for the OMG. Events budget generating \$1.5 million per year.
- Established and documented procedures and scheduling for recurring marketing projects, streamlining processing, saving resources and costs.
- Negotiated reduced rate advertising, saving the OMG hundreds of thousands of dollars annually in promotional costs.
- Identified and established strategic relationships with analyst groups, consortia and media for cross-promotional campaigns, through shared resources, gaining greater market presence and providing enhanced prestige to projects, and campaigns.
- Developed and executed lead generation campaigns resulting in substantial response and impact, empowering the sales organization and supporting revenue generation.
- Researched and presented marketing trends, budget and profit evaluations, event and project status to the President, CEO and Board of Directors, empowering the executive staff and Board to make informed decisions on standards initiatives.
- Served as Executive Account Manager for external client-based start up projects, for example EclipseCon, OSDL Linux Summit and Unicode Association's IUC conferences. Resulting profits created a positive cash flow into the OMG.
- Shepherded the development and launch of advocacy groups: SOA Consortium, Governance, Risk Management and Compliance Roundtable and Business Ecology. Created programs such as case study competitions, that validated advocacy efforts, and attracted sponsorship revenue.

Marketing Communications Manager

Hitachi Computer Products, Waltham MA, 1997-2000

- Established company-wide branding of Hitachi Computer products software and services, resulting in a recognized and established brand within the customer-based IT community.
- Developed and managed exceptionally successful direct mail campaign which received 30% response rate, providing sales with substantive leads for product sales.
- Managed two successful nation-wide product launches, including advertising, direct mail, internet, event and public relations campaigns. Resulting in significant press and analyst coverage, lead generation and adoption by third party implementers.

Communications Project Manager

Convergent Media Systems, Littleton MA, 1995-1997

- Managed diversified communications projects for this media agency. Responsible for all phases of account project management; needs assessment, proposal development, budgeting, scheduling, client account coordination, deliverables and post project reviews.
- Managed technical and creative media production team comprised of database, graphics, writing, software programming, and quality assurance groups.
- Assured that budgets and project deliverables met client company's business needs.

Electronic Marketing Coordinator, PC Connection, Keene, NH 1993-1995

- Managed advertising, promotion and market research programs for PC hardware and software merchandising company. Maintained project schedules and budgets, primary representative to client companies.

Contract Marketing Project Manager/Producer 1983 - 1993

- Executed marketing, advertising and communications programs on a contract basis for a broad range of manufacturing and technology-based companies including Bose Corp., Computerworld/IDG, Cape Dory Yachts, Datamarine, Davox, Pairpoint Glass, Maritime Terminal, Mitre, Motorola, Raytheon, Schuster Industries, and additional enterprises.

Education/Training

- Boston University, Masters Degree, Educational Media & Technology
- Framingham State College, B.A., Summa Cum Laude: Media Communications/Art
- Rhode Island School of Design, University of Massachusetts, Keene State College:
Credit Courses in Electronic Graphic Design / Advertising / Marketing / Internet Publishing

Professional Awards

- Award of Excellence: International Association of Business Communicators
- Catalog Age Magazine: Gold & Silver Awards: 2Market & DECdirect
- First Place/Photography: Offshore Magazine National Competition