



# W. Todd MYRICK

Senior Product Marketing Manager

*A dynamic marketing professional with progressive accomplishments in product marketing, inbound marketing, communications, product management, sales, business development, professional speaking, training, and leadership roles.*

## The Catch Pointe

**Freelance Digital Marketing Professional**      **Chattanooga, TN**      **2017-Current**

Promotion of company products and services through content marketing, content automation, campaign marketing, social media marketing, social media optimization, blogging, direct e-mail marketing, and display advertising in a collective effort to improve website traffic and foster lead generation.

## Lenovo

**Senior Product Marketing Manager**      **Morrisville, NC**      **2014-2017**

Responsible for launching new High-End Intel server products into the market, providing product training and support to sales, channel partners, and customers. Worked with cross-functional teams developing go-to-market strategy and messaging as well as launch activities, trade shows, and conferences. Continuous creation of sales collateral, resources, inbound -outbound campaigns and processes needed to remove barriers to sales and portfolio success.

- Achieved quarter-on-quarter revenue and profit growth against the challenges of the IBM System x acquisition leveraging my SAP HANA appliance technology thought leadership
- Top 10 global contributor to Lenovo's cross-brand sales collaboration blog site 'The Pub.'
- Delivered Lenovo's first 4S server customer reference (HANA) – The Schwan Food Company
- Created the first orderable 'CPU-less' chassis offering in the history of IBM System x enabling CAPEX savings and ease of demand planning for fast-growing virtualized environments

## IBM

**Product Marketing Manager**      **Durham, NC**      **2010-2014**

Creation and execution of all facets of the NA Product Marketing plan for IBM's \$150M revenue generating High-End Intel Server line. Contributed to the market share leadership position of IBM's SAP HANA Appliance business as a member of a small technical sales and marketing team from launch in 2011 to the Lenovo acquisition of IBM System x in October of 2014.

- Increased High-End server share by 10 points due to HANA sales growth, YTY 3Q13-3Q14
- Achieved double YTY revenue growth of HANA Solutions managing IBM-SAP POC program
- Augmented High-End AUR managing sales platform 'win room' deal guidance

**NA VMware Alliance Manager**      **Durham, NC**      **2006-2010**

Managed the North America OEM business of IBM Branded VMware Server Virtualization Solutions on IBM Intel Scale-up Servers and Scale-out Blades.

- Generated 200% revenue growth in transaction business YTY 2006 \$12M – 2007 \$25M
- Devised and launched ELA business and revenues soared to over \$85M in FY 2008-2009
- Created a fulfillment method for software entitlement that resulted in a 'minutes to ship' from manufacturing, a process that greatly increased the value of the VMware OEM business

**Solutions Marketing Manager**      **Los Angeles, CA**      **2003-2006**

North America Marketing Manager responsible for systems management & 3rd party software offerings on System x servers. New offerings: creation to launch and all marketing activities.

- Grew highly profitable line of revenue for System x; Citrix, Steeleye, Aurema, Director

**Workstation Marketing Manager**      **Los Angeles, CA**      **2000-2003**

Marketing Manager, IBM IntelliStation Workstations, Digital Content Creation Segment

**Senior Technical Sales Specialist**      **Los Angeles, CA**      **1998-2000**

Recruited to launch new Digital Media Workstation & Software Solutions

## Core Competencies

- Inbound marketing
- B2B B2C marketing
- Communications
- Presentation style
- Cross-functional teamwork
- Product management
- Product training
- Trade show management
- Competitive knowledge
- Problem solving
- Sales enablement
- Graphic design
- Photography
- Microsoft Office
- Salesforce

## Awards

- Featured Global Top 10 Contributor to 'The Pub' Lenovo 2016
- President's Club IBM 2008
- Application Engineer of the year Intergraph 1996

## Certifications

- Licensed Georgia Realtor

## Education

Riverside City College  
Cal State San Bernardino

Recruited by  
McDonnell Douglas