

Accomplished marketing professionals are passionate about what they do and continually advance their product or service. They are also emotionally intelligent, adept at understanding their audience so they can tailor their message to the prospect, pick up on the cues from others and respond or adapt appropriately. Lastly, they are problem solvers who have a knack for framing their product in the broader market to achieve maximum sales.

While at IBM and Lenovo I consistently overachieved in product marketing, sales, business development and partner alliance roles supporting a portfolio of some of the most complex technical offerings available to U.S, Canadian, and Latin American customers. The product marketing and management skills I've acquired as both a Senior Product Marketing Manager and most recently as a Freelance Marketing Consultant enable me to communicate a compelling value proposition and reason to call to a broad audience when representing technically complex and often misunderstood offerings.

If you're looking for a marketing professional with excellent interpersonal skills and someone who can work in large multi-matrix organizations, and one equipped as I mentioned above, then please consider me for an interview. You can view samples of some of my recent freelance work by visiting my website 'The Catch Pointe' at

<https://www.wtoddmerrick.com>

In closing, I would describe myself as very creative, highly accountable, and impressively responsive to the needs of the business. Each day of my professional career I strive to apply the following to my work ethic and creative instincts; "People don't buy what you do; they buy why you do it. And what you do simply proves what you believe."