

Keith Woodward

Chicago, United States

www.zapoint.com/zap/Spartan

Personal Summary

I am a seasoned marketing executive with demonstrated success with both venture-funded and large, public corporations. With those organizations, I have successfully created, launched and managed award-winning product lines, successfully positioned companies in hyper-competitive spaces and created innovative demand and lead generation activities which increased sales efficiency.

Currently, I am Chief Marketing Officer at Zapoint (www.zapoint.com), a leading provider of new generation Human Capital Management software. I am responsible for all strategic and tactical marketing operations, including analyst relations, brand development, demand generation, product marketing, public relations, and web presence.

Top 10 Skills

marketing, Product Marketing, Product Management, Sales, Sales Enablement, Pricing, Merger and Acquisition, Management, Leadership, Enterprise Software

Professional

GM VP Marketing

Zapoint, (Chicago, Illinois, United States)
August 2008 - Now (Full time)

I am responsible for leading strategic marketing initiatives that support Zapoint's growth and continued technology leadership in the enterprise talent management space and consumer professional networking market. I oversee the development and implementation of Zapoint's go to market strategy which includes lead generation, direct marketing, digital marketing, telemarketing, promotion, media relations, communications and events.

Senior Director Product Marketing

CA, (Chicago, Illinois, United States)
January 2004 - August 2008 (Full time)

Go-to-market strategy, product marketing, media relations, advertising, lead generation and sales enablement for a suite of CA's flagship ESM products. Over the four years I helped increase market share for CA's IT automation products while helping to integrate two successful acquisitions; Concord and Cybermation.

Director Marketing

LiveTime Software, (Chicago, Illinois, United States)
January 2003 - January 2004 (Full time)

Led go to market strategy that included product marketing, media relations, direct marketing, lead generation, sales enablement and events.

Experience

Working	15 years, 3 months
Education	8 years, 1 month

Strategic Alliances & Business Development

Quest Software, (Chicago, Illinois, United States)

January 2000 - January 2003 (Full time)

Primarily responsibilities included managing sales enablement, field marketing, alliances and partners, and overall lead generation for Quest's Application Performance Management (APM) suite of products. In the short time there, we integrated 3 technology acquisitions and increased sales inside North America 240%.

Product Manager

Eccord Systems, (Chicago, Illinois, United States)

January 2000 - January 2001 (Full time)

Business Analyst

Intel Corporation, (Chicago, Illinois, United States)

April 1997 - February 2000 (Full time)

Oversaw product planning and supply side management for Pentium II and Pentium III product lines. Responsibilities included product planning for high volume cpu manufacturing, forecasting, and pricing.

Internship

London Central Office, (London, United Kingdom)

May 1996 - August 1996 (Part time)

Educational

MBA

Pepperdine University The George L. Graziadio School of Business and Management, (Chicago, Illinois, United States)

September 2003 - May 2005

Debate Team

San Jose State University, (San Jose, California, United States)

September 1995 - June 1996

BA Speech Communications

San Jose State University, (san jose, California, United States)

September 1990 - December 1996

BA Speech Communications with a Minor in Political Science

May 1995 - 3rd Place Speaker in California State Debate Championships

BA

San Jose State University, (Chicago, Illinois, United States)

September 1990 - December 1996
