

**Lisa Robinson Schoeller**  
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**EXECUTIVE PROFILE:**

Technology Marketing Executive with leadership experience in development and execution of marketing initiatives to acquire dominant positioning on a global level. Extensive marketing experience within the software and solutions business space covering product management, product marketing, business development, marketing communications, public relations, sales training, market strategy, channel and alliance partnership development, strategic planning and related activities.

Possess a unique ability to distill the company's vision and drive revenue growth, while improving competitive market positioning and capturing top market share through strategic direction and leadership. Deliver strong and sustainable revenue, market and profit contributions through strategic growth management initiatives. Proven results in developing marketing teams, product roadmaps and aggressive marketing/sales programs.

**EXPERIENCE:**

Progress Software, Bedford MA 2012 – 2013

*Rapid application development software for building dynamic applications across any platform, mobile device or cloud*

**Director of Product Marketing**

*Recruited to help put the Application Development & Deployment Business Line back on a growth track.*

- Developed Go-To-Market strategy. Re-energized the flagship OpenEdge line with new messaging, sales enablement materials, videos and Web content. Revitalized press/analyst briefings and social media activities. Launched new Mobile, BPM and BRMS products.
- Member of Rollbase acquisition team. Rebranded and launched the Progress Rollbase aPaaS solution.
- Doubled website visits and organic search traffic. Achieved 2.5x of goal (YTD) for marketing contribution to revenue (as a % of closed won). Took a declining \$270M business, turned it around, grew it 6% overall (120% of goal YTD).

dynaTrace software, Waltham MA (Acquired by Compuware) 2011 – 2012

*The new generation of Application Performance Management for delivering a superior user experience*

**Senior Director of Marketing**

*Hired initially in newly created position as Director of Product Marketing for Pre-Production Solutions. Promoted in three months to Senior Director of Marketing with responsibilities expanded to run all of marketing.*

- Launched dynaTrace 4, new versions of AJAX Edition and SpeedoftheWeb.org, a new free tool for comparing your website performance with the top websites in your category. Joint Go-To-Market activities with Compuware Gomez, including creation of 360° Web Load Testing – an integrated lifecycle solution with dynaTrace.
- Added focus and direction to shape the dynaTrace brand; established key individuals as thought leaders in the industry; expanded messaging from pre-production into production – retained PR agency to help in this endeavor.
- Established four quarter plan and budget; put lead generation engine and reporting mechanisms in place. Doubled revenue (YOY); record number of sales demos and POCs; over 1 million website visitors (191% YOY, 50% QOQ).

Acronis, Inc., Woburn, MA 2010 – 2011

*A leading provider of easy-to-use backup, recovery and security solutions for physical, virtual and cloud environments*

**Director of Product Marketing**

*In this newly created position, responsible for Go-To-Market, messaging, positioning, competitive analysis, campaign development, product launches, press/analyst briefings and product evangelist for the company's products.*

- Built the product marketing team, concentrating on the company's business, consumer and online products.
- Provided focus and shape to Acronis' brand image around its products, driving the company towards more consistent messaging across the business, improving its lead generation capabilities for execution at the local level and communicating this messaging to the marketplace, including to the press and industry analyst community.
- Launched: Acronis Disk Director 11 Home, quadrupled run rate; Acronis True Image Home 2011, tripled run rate and best opening day of a new product since 2007; Acronis Drive Monitor, Acronis' first free software tool, achieved over 150,000 downloads; Acronis Backup & Recovery 10 Online, Acronis' first cloud services product for business.

Sun Microsystems, Inc., Burlington, MA (Acquired by Oracle) 2006 – 2010  
*An innovative industry leader in servers, storage, software, and services with a 100% focus on network computing*

**Team Leader and Product Line Manager**

*Member of team that started up Sun's Blade Server business, consisting first of AMD, then Intel and SPARC product lines. Advanced to run the Intel business, and then the entire blades business. Recognized spokesperson and product evangelist.*

- Developed and drove the blades ramp plan, going from zero to \$250M in revenue, establishing Sun as the fastest growing company in the blade market (400% YOY, 50% QOQ) rising to #4 in market share in 18 months. Achieved Forrester Wave "Leaders" status, their highest rating, for the product line.
- Led the implementation of an innovative service/warranty structure that is the most competitive in the industry.
- Spearheaded pricing, packaging, messaging, positioning, programs, press/analyst briefings, training, collateral and website content.
- Successfully launched over 30 products, including the Sun Blade 6000, 6048, 8000 and 8000 P modular systems, accompanying blade server modules and I/O; plus, the Sun Constellation System, an integrated solution comprised of Compute, Network, Storage and Software building blocks for High Performance Computing (HPC).

JetIII International, Inc., Norwell, MA 2004 – 2006

*Next generation Web operating system that allows users to set up their Internet desktop environment, design websites, mine databases, store/share files, access applications, and uniquely manage the Web as easily as they can manage a desktop*

**Vice President, Sales and Marketing**

*Established and managed all sales channels and marketing functions in this privately held startup venture.*

- Employee number 4 in early stage startup venture (JetIII is no longer in business). Developed business plan, executive summary and pitch for investors. Co-delivered with President to acquire Angel funding.
- Established Go-To-Market strategy. Created channels program and recruited approximately 700 partners for affiliate-based revenue generation. Produced corporate and product messaging, pricing, and website content.

Fast Search & Transfer (FAST), Inc., Needham, MA (Acquired by Microsoft) 2002 – 2004

*Enterprise search, retrieval and real-time filtering software*

**Director, Channels and Product Marketing**

*Established and managed the channels marketing function for the enterprise. Product marketing for AlltheWeb.com.*

- Grew channel revenue to 43% of corporate revenue; portfolio of 100+ partners and 900+ indirect customers. Achieved 5-star rating from VARBusiness in their 2003 and 2004 Partner Program Guides. Established partnerships with BEA, Danet, Datamat, Hitachi, HP, IBM, LexisNexis, Oracle, Sakhr, and many others.
- Wrote the channels business plan, established the corporate discount structure (direct and channels), developed the FAST Track Partner Program and the pre- and post-sales support infrastructure within first two months.
- Spearheaded the creation of a software development toolkit (SDK) to facilitate integration of applications with the FAST Data Search™ product for ISVs and OEMs.

NetScout Systems, Inc., Westford, MA 2000 – 2002

*Network performance monitoring software and information appliances for global 2000 clients*

**Director of Product Marketing, Business Alliances**

*Managed product marketing group; responsibilities expanded to include channels, international, services and e-marketing.*

- First year, grew product revenue 32%, grew services revenue 45% and NetScout became the dominant player in its market segment.
- Organized a launch team, implemented branding, launched the nGenius™ Performance Management System and provided training for the sales force at the worldwide sales meeting – all within one month of joining NetScout.
- NetScout acquired NextPoint Networks. Managed the process of bringing about unified positioning, packaging and collateral under the nGenius brand within three months of the acquisition.
- Created the nGenius Alliance Partnership Program and established partnerships with HP OpenView, OPNET, Microsoft, Extreme, F5, Foundry and others.

EMC Corporation / Data General Corporation, Westboro, MA

1996 – 2000

*Data General was acquired by EMC in 1999*

**Manager, NAS Product Marketing/Product Management (1999 – 2000)**

*Managed a new startup business in the NAS (Network Attached Storage) space that was subsequently launched as the first EMC CLARiiON NAS product. This product was a leading factor in EMC's decision to acquire Data General.*

- Wrote the business plan and retained responsibility for product marketing, product management, strategy, NT and Unix alliances, Go-To-Market, budget, cost center management and staffing.

**Manager, Departmental Servers Product Marketing (1996 – 1999)**

*Recruited by Data General to establish their Departmental Server business, a startup NT and Unix business within the corporation. Resulted in some of the most successful products introduced in the history of the company.*

- Created and drove the product, marketing and business strategies for this line of Intel-based Servers – growing the business from \$0 to \$250 million in two years and positioning the company well ahead of the industry annual growth rate of 30%. Represented 90% of the AViiON volume and over 60% of the AViiON revenue.
- Sponsored by Data General to attend the Executive MBA Program at Boston University (*an intensive seventeen-month program with degree achieved while working full time*).

**ADDITIONAL EXPERIENCE:**

- **Senior Product Marketing Manager:** Developed and managed a \$300 million workstation business that grew at 50% per year. In this same period, competitors' growth rates ranged from 20% to 35%. Also, led task force that introduced a three-year warranty for servers and workstations – an industry first for these product categories.
- **Senior Software Engineer:** Developed and supported signal integrity tools for a CAD/CAE system. Advanced to new role as Senior Software Engineer and Project leader for advanced test technology. The work on this project led to the creation of the JTAG standard.

**EDUCATION:**

**Executive MBA in Management**, Graduate School of Management, Boston University

**BSEE**, College of Engineering, Boston University