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# Nancy A. Groves

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**Primary Residence:** 626 Sunnyslope Ave., Petaluma, CA 94952  
**Part-time Residences:** San Francisco & Los Gatos, CA

## SUMMARY OF QUALIFICATIONS

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**Communications Professional** with background in **Public Relations, Marketing Communications, Journalism, Partner Marketing, Sales Enablement/Training, Corporate Communications, Executive Communications, Product Marketing, Operations.** Held Senior Management positions in high technology companies with direct staff, large budgets, contractors and vendors. Entrepreneurial, people/team-focused, organized, energetic, smart, analytical, process-oriented, goal-driven, hard-working with 24/7 attitude, highly mobile/able to be wherever needed, natural diplomat. Abilities include:

- **Providing Strategic Counsel, Planning and Implementation of Communications Programs aimed at Achieving specific Sales, Marketing, Training, Change Management, or Positioning objectives**
- **Analyzing Communications Requirements for Global Audiences including Sales, SEs, Engineering, Employees, Executives, Partners, Customers, Product Marketing, etc.**
- **Combining the Big Picture with "How to Get There from Here" Skills**
- **Developing and Delivering Impactful and Creative PowerPoint Presentations, Plans and Proposals; strong visual design and concept representation skills**
- **Creating and Driving Editorial Agendas and Calendars for a wide variety of Communications Delivery Mechanisms**
- **Writing Effective Content, Product Positioning and Messaging for Customers and Media**
- **Driving Customer/Partner Demand Generation Projects and Programs of all Sizes and Complexity**
- **Working Cross-Organizationally and with All Levels of Personnel to Build Consensus and Trust**
- **Building strong Teams to Accomplish Goals while Continually Improving Processes for increased Productivity**
- **Delivering excellent Customer Service, Client Management, and Executive Coaching**
- **Learning new Social Media, Software Tools and Applications continually to Achieve Results**

## PROFESSIONAL BACKGROUND

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**CISCO** – San Jose, CA – November 2003 to November 2013  
*Cisco manufactures, distributes and markets technologies and products allowing people to connect, communicate and collaborate effectively.*

### **Development Business Operations Communications –Consultant, 40 hrs. /wk.**

*July 2013 – Nov. 2013*

- Developed plan to raise visibility for DBO organization and its programs through branding strategy, clear benefits messaging and consolidated and simplified communications vehicles.
- Created self-sustaining programs and tools for ongoing proactive communications by DBO organization.
- Identified areas for improved communications to drive DBO business goals.

**ACT (Accelerated Cisco Transformation) Initiative – Consultant, 40 hrs. /wk.**

*Dec. 2012 – May 2013*

- Created messaging and positioning driving visibility and understanding of ACT for internal audiences.
- Managed communications vehicles including presentations, VoDs, WebEx Social content, articles, Digital Signage, Frequently Asked Questions, PowerPoint presentations, etc.
- Provided strategic counsel for targeted ACT-related communications challenges.

**Cisco Software Simplification Initiative – Consultant, 40 hrs. /wk.**

*July 2012 – Dec. 2012*

- Managed communications activities supporting change management functions around Cisco's new approach to software licensing.
- Created a "Customer Experience" communications strategy for target audiences: internal Sales, partner Sales, through to end customers.
- Developed framework for program to capture customer feedback regarding Cisco software licensing issues and responding with executive-level messages delivered via social media, presentations, web site presence, etc.

**VXI Marketing (Virtual Experience Infrastructure) – Consultant, 20-30 hrs. /wk.**

*Dec. 2011 – May 2012*

- Developed and managed sales readiness activities for Data Center Product Marketing team (communications programs included monthly newsletter, webinar series, and customer references).
- Developed processes and maintained infrastructure tools to manage ongoing VXI marketing activities, assets and information development and renewal (Cisco Docs, WebEx Social pages, Pinnacle reference data base, Excel spreadsheet of marketing assets, etc.).

**Sales Operations – Consultant, 30 hrs. /wk.**

*Nov. 2010 – Mar. 2011*

- Responsible for developing and implementing WebEx Social engagement programs for internal sales communities (then called IWE, Integrated Workgroup Environment.) including encouraging the Service Provider organizations to utilize the Selling Service Provider community to connect and to collaborate with Sales.
- Developed and delivered high-level messaging and presentation to new IWE for Sales community owners on what a community is and is not, how to encourage participation, and what best practices have been determined to help make a successful community.

**Corporate Executive Communications - Consultant, 30 hrs. /wk.**

*July 2003 – July 2005*

- Developed and maintained Cisco's Corporate Messaging Portal used by Cisco employees and sales organizations to incorporate key messages and PowerPoint visuals into their own customer-facing presentations.
- Developed the guidelines and measurement criteria for becoming and being a successful executive communications professional at Cisco.
- Developed infrastructure, processes, templates, frameworks, resource tools and training for excom team and virtual excom community throughout Cisco. The goal was to eliminate duplicate efforts among excom team members and enable them to easily access and share information, track executive activities, distribute high-level corporate messaging throughout company, and develop ways to share best practices for executive communications.
- Drove collection of statistics and measurable data for annual Executive Communications ops review, which led to the creation of the Executive Placement Tracking tool developed with the IT organization. It was a dashboard of data the excom managers could use to have meaningful discussions on their executives' presentation ratings, types of events and audience profiles they had reached, comparison of their performance to other execs, etc.
- Supported the Strategic Leadership Offsite for directors and VPs as an on-site resource and was responsible for the real-time audience polling feature.
- Supported other executive activities and events as needed, including DAVOS, Women's Leadership Conference.

**MT. VIEW-WHISMAN SCHOOL DISTRICT** - Mt. View, CA – September 2003 to June 2004

*Public elementary and middle school district for the city of Mountain View.*

**Communications Consultant**

- Supported Superintendent's community relations and parent communications strategies and activities.
- Developed communications questionnaire to collect data on perceptions, requirements and ratings.
- Prepared presentation and delivered findings to School Board

**SUN MICROSYSTEMS, INC.** - Menlo Park, CA – March 1987 to November 2001

*Manufacturer of UNIX-based workstations and servers, developer of Java language and a variety of networking and connectivity technologies. Company is now owned by Oracle.*

**Corporate Marketing Operations – Senior Manager,**

*May 1999 – Nov. 2001*

- Produced the monthly McNealy Report radio broadcast for Sun internal audience worldwide.
- Produced monthly audio broadcast for SVP of Marketing's internal communications program.
- Formed a communications operations committee and conducted monthly meetings for all communications managers throughout the company to share program plans, calendars, activities, messaging, executive "usage", etc.
- Drove the re-alignment of communications vehicles to eliminate duplicating efforts from various organizations targeting the same audience.
- Re-structured the "selling@sales" email process of blasting out all announcements to Sales organizations worldwide. Developed a subscription process whereby only the requested information would be delivered to each individual (early form of what we now call "communities").

**Sales Training Programs – Group Manager,**

*Aug. 1995 – May 1999*

- Managed executive content development and planning process for two to three television programs each month (delivered via satellite/web), and maintained web sites for each program as content resources.
- Managed annual budget of approximately \$1 million.
- Created and got acceptance for a training architecture for this newly-formed training group, delineating roles and responsibilities for the various organizations involved in developing and delivering training for Field Sales.

**Product Training Programs – Group Manager,**

*Aug. 1994 – Aug. 1995*

- Developed strategies and programs for training the sales organizations worldwide on new products and technologies (desktop workstations, servers, networking, software, peripherals, upgrades, etc.)
- Rolled out programs to product marketing organizations worldwide to enable them to conduct effective sales training locally ("Product Introduction Kits" were voted one of the most useful tools from Corporate Marketing.)
- Implemented field training activities, including train-the-trainer classes, training "kits" for local training delivery, seminars, self-paced learning tools, etc.
- Managed a staff of internal employees and external contractors/vendors and had responsibility for meeting lots of deadlines and budget requirements.

**Partner Marketing Programs (Catalyst ISVs) – Group Manager,**

*June 1991 – Aug. 1994*

- Build programs organization to drive hardware sales via key third-party partners.
- Architected sales and marketing programs to support third-party software and hardware vendors and influenced worldwide marketing to adopt and locally implement these programs.
- Provided programmatic infrastructure to the Market Development organization worldwide to aid in recruitment, support and sales activities with software and hardware partners, systems integrators, OEMs and resellers.
- Managed staff of 12 and multi-million dollar budget to support partner recruiting and "care and feeding" programs, as well as cooperative marketing activities.

**Public Relations for Market Development – Group Manager,**

*Sept. 1989 – June 1991*

- Created PR organization and obtained budget to develop programs to expand market penetration in technical, commercial, scientific and horizontal technologies markets.
- Worked with key third-party partners to develop promotional campaigns and success stories. Created Success Story database for field use.
- Managed staff of six, an agency and budget.

**Public Relations for Software Products – Group Manger,**

*Mar. 1987 – Sept. 1989*

- Managed staff, budget and PR program development for all Sun software products including operating systems, software development tools, languages, networking products, windowing technologies, GUIs.
- Conducted executive press tours and press events for new product and technology launches

**OTHER POSITIONS/COMPANIES** – before 1987

**CARLICK AND CHILDS**

*Mt. View-based advertising and PR firm serving primarily high tech accounts.*

**Public Relations Account Manager**

- Managed PR plan development and ongoing work for several high-tech accounts.

**TELEVIDEO SYSTEMS**

*San Jose-based manufacturer of PCs and terminals.*

**Marketing Communications Manager**

- Responsible for activities and budgets associated with advertising, PR, trade shows, co-op advertising, collateral, direct mail, etc. for Systems and Terminal Divisions

**SYSTEL, INC.**

*San Jose-based manufacturer of word processing system/display for use with electronic typewriters.*

**Marketing Communications Manager**

- Managed all PR and marcom activities including newsletters, trade shows, advertising and PR agency activities

**ALLEN-PACIFIC PUBLICATIONS**

*San Francisco-based publisher of monthly trade publications for jewelry industry and office products industry.*

**Managing Editor** (started as Staff Writer/Editor)

- Responsible for editorial planning, publication production, design and layout for monthly magazine
- Extensive interviewing and reporting for news and feature sections

**SAN FRANCISCO EXAMINER**

*San Francisco-based daily newspaper.*

**TV Page Editor, News Desk and "Scene" Section Assistant, Copy Person**

**EDUCATION/AFFILIATIONS**

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- **University of the Pacific**
  - Bachelor's degree, English; minor, Art
- **Member IABC**, Silicon Valley Chapter (*International Assoc. of Business Communicators*)

## MAJOR ACCOMPLISHMENTS

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**1. Messaging and Positioning:** Conceptualized, created and grew PR organization at Sun to support business development and sales support goals of vertical and industry marketing organizations. Efforts began with my believing there was a need for people to understand what Sun technology helped businesses/hospitals/research labs/schools/etc. accomplish rather than expecting people to be thrilled with the mere fact that the technology existed. This went against the marketing and sales trend at the time, which was to focus on the “faster, better, cheaper” aspects of the technology. Three years later the Sales and Marketing organizations were aligned by industry solutions, validating my earlier view of effective marketing and positioning for the company. Over several months I was able to secure increasing budget, headcount, and agency staff to support the Markets PR Team as a result of the direct correlation between my programs and sales wins. The customer success story database I created became the basis for the larger Sales Win reference database for the Sales organization.

**2. Creative Communications:** Launched the first satellite-based, live (and recorded) TV programs for the Sales organization worldwide. Pre-internet and without sufficient networking infrastructure to support streaming video to a global Sales organization, I chose to explore satellite as a mechanism to reach this audience. Support from the Sales VPs was enlisted to act as “talk show hosts” for monthly and quarterly live programs, with guests invited to share information on sales issues, programs and big wins. Developed programming calendar, topic forecasts, content guidelines for programs, and scripts for participants to follow. I received a Sun accomplishment award for driving this important new information delivery mechanism for the company. The satellite network later became known as SunBTV (Business Television Network) and a studio was built on the Sun campus to support the wide usage of this communications medium.

**3. Project Management:** Was PR lead and key driver behind Sun’s famous “The Network is the Computer” campaign and launch event. Working with the lead marketing contacts from the Software Products Division, we decided to put Sun’s software “story” on the map. As part of the large press and customer events and demonstrations, a Connectathon was coordinated for people to see different platforms working together for the first time. Scott McNealy and Eric Schmidt were keynote presenters. Internal communications activities were planned to keep employees abreast of news events and product developments. People who have been a part of the high tech world for a while still remember the tag line, “The Network is the Computer”.

**4. Process Improvement and Change Management:** Was selected to re-think, re-create and re-organize the way communications were delivered to the Sun Sales organization worldwide. Early in Sun’s history sales reps received information via an email alias, selling@sales. As the company grew that alias continued to be used until it became an ineffective way of conveying information to the Sales organization due to the sheer quantity of posts being sent out on a daily basis. My assignment was to figure out the best delivery methodology and technology and to implement a new system. This involved defining the major categories of interest to Sales, instructing them to sign up to receive notices of interest to them, coaching the marketing organizations on why posting to defined audiences was better than blasting email out to everyone, training on the new processes, managing a communications calendar, a project roll-out calendar and delivering on a flawless change management program.

*-References Available upon request-*