



RICHARD H. CASE
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SENIOR MARKETING PROFESSIONAL. 40+ years progressive responsibility in **sales** and **marketing management** for computer software and hardware industries. Expertise and success in providing **competitive analysis** to achieve advantage in high tech markets. Effective in creating and implementing mission/vision, turning around troubled situations, analyzing markets and formulating successful strategies, and creating powerful presentations to sales, marketing, product management, and to senior management.



Danville, CA
1997- Present

Principal – IT Marketing and Survey Analysis Consulting Services. Specializing in Win/Loss and customer satisfaction as well as competitive analysis for high tech companies. Working for major companies such as NetApp, VMware, Oracle, TIBCO, EMC, IBM, McAfee, Progress Software and many others.



San Jose, CA
1991 – 1997

Vice President, Executive Market Analysis Program. Hired to establish and then expand Win/Loss consulting product focused on hardware/software/applications vendor market for Win/Loss Analysis. Created new worldwide business plans, approaches, and methodologies to establish continuous services for Win/Loss and customer satisfaction analysis. Created pricing models and assisted in creating business plans interfacing with Sales and Marketing.

- Received U.S. **patent** #5,734,890 for innovative methodology to gather, analyze, and graphically present Win/Loss and customer satisfaction information. Sold service to over 20 clients in six years.
- Initiated direct sales communication channel to clients such as Hewlett Packard (HP), Tandem, DEC, IBM, and many others in order to obtain customer contract information. Achieved seven-fold increase in buyer contacts within one month.
- Personally marketed program to increase number of clients and expand internationally. Landed \$500,000 contract with international client, Tandem, and expanded HP contract from \$300,000 to \$800,000 with new accounts in Europe and Pacific Rim.
- Redesigned process, deliverables, questionnaires, and methods for program to allow for market expansion. Lowered base service price and expanded market five fold.
- Created innovations in the structure of customer and user interactive interviews, online questionnaires, and Web based questionnaires.
- Simplified questionnaires and adapted to other languages. Located interviewing companies in Europe and Pacific Rim. Was able to conduct research in 15 countries using nine languages.
- Architect for computer software implementing unique mathematics and graphical formats for analysis and presentation. Managed programming consultants to create software.



Maynard, Mass
1975 – 1991

Executive Sales Account Manager, Santa Clara, CA, 1990 - 1991. Managed all DEC business with Intel Corporation in Santa Clara. Supervised five sales representatives. Met quota to achieve \$13 million in sales.

Group Manager, Competitive Analysis, Marlboro, MA, 1987 - 1990. Managed group of 25 professionals, including former VPs from competitors. Presented analysis and recommendations against key competitors to Digital Executive Committee and other high level management committees. Provided input on products, markets, channels, strategies, and tactics.

- Directed my team to provide competitive documentation and analysis for distribution via hot line, analysts, and consultants. Field sales credited team in helping with over **\$4 billion**/year in business.
- Created and chaired cross departmental task force to counter IBM's announcement of the AS/400. Identified product limitations and presented it to press and consultants. Diminished IBM's hype resulting in little negative impact on DEC.
- Appointed by Executive Committee to chair corporate competitive analysis management task force.

Sales Unit Manager, Santa Clara, CA, 1986 - 1987. Promoted to take over troubled \$25 million sales unit with 11 sales reps which had not met its goal in eight quarters.

- Formulated action plans to increase sales. Sales unit made next quarter's goals for first time! Success continued and team was awarded 100% achievement award.
- Made unsolicited proposal to all-IBM part of SLAC. Proved that Digital understood their business better and sold over \$3 million in computers to customer.
- Chaired cross-functional team of 50 sales reps and support staff to conduct local major product announcements. Each successful event hosted 3,000+ people.
- Asked to help teach Sales Excellence Learning Laboratory course for new sales reps. Recognized as one of the most effective teachers for course and offered permanent slot.

Senior Sales Account Manager, Santa Clara, CA, 1983 - 1986. Managed major government account.

- Inherited troubled account from prior sales rep. Rather than have computers returned, sold them to real applications with proper authorization signatures. Maintained \$1 million in previous sales. Sold additional \$2 million in products to customer. Made the 100% club and won trip to Hong Kong.

Office Market Competitive Manager, Merrimack, NH, 1981 - 1983. Promoted to manage three other competitive analysts while continuing to lead effort against IBM. Supported Digital as it entered Office Automation field against Wang and IBM. Trained and managed three competitive analysts.

- Presented competitive analysis to world-wide sales force. Created positive relationship with industry consultants such as the Gartner Group.

IBM Competitive Analyst, Merrimack, NH, 1979 - 1981. Hired from field because of knowledge of IBM.

- Quickly conducted competitive analysis to help form tactics and strategies to plan and price products, marketing campaigns, and sales efforts. Assisted in over \$2 billion/year in major contests.
- Presented monthly overviews on competition to Executive Committee including DEC CEO.

Software Specialist, Cleveland, OH, 1975 - 1979. Technical specialist supporting sales efforts, consulting, and installing software. Digital had 15 different operating systems on 9 different CPUs. Became expert on three major operating systems. Formed first Cleveland Digital users group (DECUS).

RealShare

Honolulu, HI

1971-1975

Partner and Project manager to create Telecheck check verification system used nationwide.

EDUCATION AND TRAINING



B.A. Computer Sciences, University of Hawaii, Honolulu, HI. 1971.
 Graduate level classes in Computer Sciences
 and Business Management, University of Hawaii.
 Course work at Oxford University, United Kingdom.
 Delta Sigma Rho – Tau Kappa Alpha National Honor Society