

Carrie A. Requist

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SKILLS

- Over 20 years of high-tech marketing and product management experience.
- Excellent communication skills with extensive experience in both written and oral communication.
- Executive staff member able to determine and implement successful business strategy.
- Breadth of technical knowledge with a variety of operating systems, programming languages, networking and applications.
- Highly skilled at interpreting technical concepts into marketing and sales communications and in translating user requirements into technical specifications.
- International product management and marketing experience.
- Website design and development experience with particular expertise in the fusion of graphics, technology and marketing messages to create effective websites and social media.
- Experienced telecommuter with proven ability to communicate and integrate with the team while working remotely.
- MBA candidate at Penn State University (expected graduation, Aug 2011)

EXPERIENCE

Present MANY HATS MARKETING

Steamboat Springs, CO

Founder and Principal: Marketing outsourcing and consulting company specializing in business strategy, product management and effective communications.

5/05-11/08 TUNGSTEN GRAPHICS

Steamboat Springs, CO

Director of Marketing and Business Development: Graphics development services company.

Responsible for all aspects of marketing including positioning, outbound marketing and trade shows. As a member of the executive staff, responsible for business planning including working closely with the CEO on business strategy. For business development, identify, establish and maintain key strategic relationships. Also responsible for account management of key customers. Oversaw complete re-design and implementation of website resulting in significant increase in leads from target market.

Key Accomplishments:

- Working with the CEO, developed and implemented business strategy to grow Tungsten Graphics into a leader in 3D graphics driver development.
- Successfully maintained relationship and grew business with our key account, Intel Corporation.
- Designed all messaging and materials for successful launch of TG-Gallium3D programmable graphics driver infrastructure that is being adopted as the industry-wide standard.

5/99-4/05 MANY HATS MARKETING

Steamboat Springs, CO

Founder and Principal: Marketing consulting company specializing in business strategy, product management and effective website development.

Assignments included conducting market research, creating business plans, developing and implementing websites, and writing press releases, fact sheets, presentations and other documents. Consulting work done in the fields of high-tech, recruiting, real estate, education and event planning.

Key Accomplishments:

- Clients saw significant increases in business because of effective websites and direct marketing campaigns.
- Researched and wrote over ten high-tech detailed competitive analysis for clients of Rauch Associates.

11/96-5/99 ADVENT SOFTWARE

San Francisco, CA

Product Manager: Financial Services software solutions for investment management organizations.

Responsible for all phases of product management for Advent's Internet-based reporting products (Browser Reporting) from product design through development, introduction and sales. Created and coordinated development of investor reporting product that was the first in the industry. Spearheaded definition, development and rollout of Internet-based reporting extension to Advent's main portfolio product using Microsoft DNA. Gave numerous presentations to clients at Advent's site, at client site and at Advent's users conferences. Developed and maintained partnerships.

Key Accomplishments:

- Conceived of, specified and drove implementation of Advent Browser Reporting, Advent's and the financial software industry's first web-based product in 1998. This solidified Advent's leadership in the financial services software industry and was a successful product for many years.

4/93-5/95 ADOBE SYSTEMS, INC.**Mountain View, CA**

Evangelist: Productivity application company focusing on creativity applications. My role was primarily focused on Adobe Acrobat (PDF) document technology.

Responsible for promoting Acrobat in the developer community with goal of having developers incorporate or support Acrobat in their products. Began working with Acrobat prior to its initial introduction and therefore built the initial Acrobat developer community. Job duties included establishing and maintaining relationships with third-party developers, creating technically focused marketing materials including The Acrobat Developers Information Kit, working with in-house engineering staff on development of Acrobat Software Development Kit, reporting to product team and executive staff on Acrobat developer progress, and making presentations to outside companies and at trade shows. Position utilized my excellent communication, organization and presentation skills as well as my in-depth technical knowledge not only of Acrobat technology but also of key third-party technologies including Internet, OCR, document management and printing.

Key Accomplishments:

- Created developer community for Adobe Acrobat version 1.0, which was key to Acrobat's acceptance and success.
- Member of the Aldus acquisition team that resulted in a highly successful merger between Adobe and Aldus and increased Adobe's position as the leader in creativity software.

7/91-4/93 SYMANTEC CORPORATION**Cupertino / Novato, CA**

International Product Manager: Productivity application company focusing on business applications. My role was focused on the project management (TimeLine) and computer language (Zortec) products.

Responsible for international aspects of all project management and computer language products from Symantec. Job duties included working with development teams to ensure that product was globally acceptable and localizable, defining localization kits, managing an international marketing specialist, coordinating domestic and international marketing, performing market research and analysis, and managing some product translations. Coordinated manufacturing between US based product groups and Ireland based manufacturing plant. Generated international sales support materials. Created and implemented international business and product plans. Created SKUs and wrote Bills of Materials for international English language products. Designed and implemented processes to better integrate international into product development, marketing and manufacturing.

Key Accomplishments:

- Reduced lag time from English language release to first translated language releases (French and German) from two months to two weeks enabling faster time to market for new releases outside the US and increased International sales of Symantec's TimeLine product.

2/88-7/91 SITKA CORPORATION (formerly TOPS, A Division of Sun Microsystems)**Alameda, CA**

Product Manager, Macintosh and UNIX Networking Products: Peer to peer networking company connecting Mac, PC and Unix computers and peripherals.

Responsible for all phases of product management for Macintosh and UNIX networking products including: product design, development, introduction and market development. Established and maintained relationships with key third-party hardware and software developers for product compatibility testing, joint marketing ventures, and bundling agreements. Created and edited collateral materials including advertising copy, brochures, product literature, and packaging. Speaker at various industry conferences. Promoted 8/89 from Senior Technical Services Rep, 4/89 from *Technical Services Group Testing Lead* and 9/88 from *Junior Technical Services Representative*.

Key Accomplishments:

- Created a coherent vision for MacTops that brought the development team together and functioning and resulted in the on time, on budget release of MacTops 3.0 that met the target market's needs and increased sales across the entire product line.
- Oversaw and implemented the integration of InBox email application into the entire Sitka product line.

4/87-2/88 VIRTUAL MICROSYSTEMS**Berkeley, CA**

Product Support Specialist: Business solution provider of PC motherboards for VAX computers to allow terminal users to run PC software from their VAX terminals.

EDUCATION**PENNSYLVANIA STATE UNIVERSITY**

MBA candidate, expected graduation Aug 2011.

World Campus**UNIVERSITY OF CALIFORNIA, BERKELEY**

BA, Psychology, May 1987: Coursework included extensive computer science training.

Berkeley, CA**Certificate in Market Validation from Pragmatic Marketing****1996**