

OBJECTIVE

I am currently seeking a contract or full time position with a company as an Online Product Marketing Manager / Director and become a key contributor to build and grow product lines and product brands through online channels.

ACCOMPLISHMENTS

*I singlehandedly developed and launched the g-maher.com brand and web sites for skin care products. This included the eCommerce website, Selling on Amazon.com site, [FaceBook pages](#) and a Google AdWords Campaign. This was accomplished with a non-existent budget and a short timeline. The FaceBook page gained over **8000 Fans** the first 5 months with a bare minimum of paid advertising. The launch was successful and products have since been selling consistently online with good volume and high customer satisfaction.*

For Kersh Risk Management I managed a global team of key contributors and developed their product under a tight timeline and budget. By streamlining the process and facilitating clear communications between all parties the result was a successful on-time delivery with a great overall cost savings.

I successfully developed and delivered my own brand of [Spectare products](#) into JC Penney’s retail stores. I managed all aspects including overseas manufacturing coordination, packaging and shipping logistics that resulted in an on time delivery into the retail locations for a successful Christmas selling season.

I worked with cross-functional departments within HP to create content and collateral to better communicate product capabilities and value propositions for the HP Enterprise Solutions. This content was showcased as demos at the HP Executive Briefing Centers and was leveraged in multiple departments of HP, saving the company time and money.

SKILLS

I am directly involved with all aspects of bringing new products to the market: everything from creating a concept from scratch or helping to market or improve an existing product. I provide the project management "Glue" that sticks all of the parties together and enables clear communication regardless of location or language. I am a "hands-on" contributor in ALL of the following areas:

- CONCEPT: market research, user group study, technology review, product naming, product specification
- DEVELOPMENT: engineering / developer management, user interface design, industrial design, overseas coordination, manufacturing supervision, shipment logistics,
- BRANDING: brand standards, identity, logo design, style guide creation, patent / trademark filing
- MARKETING: product photography, sales / promotional materials, eCommerce web site creation, advertising for print /web /TV, retail package design, user manual creation, website optimization
- TESTING: QA, user testing, bug testing,
- POST SALES: Technical support, customer support, evaluation, ongoing modifications

PORTFOLIO

[Click to view Work Samples](http://tin-man.com/jon/portfolio-m/index1.htm)
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EMPLOYMENT

Product Manager: Sumawah LLC, San Jose, CA

Sumawah is a company I founded that specializes in all phases of the product lifecycle from concept to completion.

In the past **8 years** I have helped companies develop and market products and bring them successfully to the market. I have also developed several product lines of my own.

Clients included:

HP: Created interactive demos that showcased HP’s Enterprise Solutions for the Executive Briefing Center and were also used as sales support through HP’s online portals. **(2 years)**

Jon Bender

Product Marketing Manager | Designer

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Yahoo: Produced several promotions including a "Web Chat Reality Show", radio spots and banner ads.

Cisco: Produced marketing videos and interactive pieces that promoted Cisco's Service Contract Center

Kersh Risk Management: Managed a new health-related electronic product for Kersh. Duties included manufacturing coordination, product design, packaging, shipping and logistics.

Meda Systems: Produced and managed a new product line for a Home Media Server. Duties included branding, Industrial design, manufacturing coordination, and the creation of product demos, a website, and other sales/marketing materials.

Products lines developed:

['g-maher product line](#): Consumer product line for beauty and skin care products. I helped to create this product line from scratch including branding, manufacturing coordination, on-line marketing, social media, packaging, sales support and technical support.

[Spectare product line](#): Consumer product line for photo related electronics. I own this product brand and have lead the creation of the product line including product design, branding, manufacturing coordination, on-line marketing, social media, packaging, sales support and technical support. Products have been sold in retailers such as JC Penney, Brookstone, Sharper Image, Amazon.com, Future Shop and more.

[WhereWolf products](#): I own this product line for tech related furniture and gadgets. I am in charge of product design, manufacturing, branding, marketing, sales support and technical support

Executive Producer: Maus Haus, San Mateo, CA

Maus Haus is a new media, marketing and communications agency with many fortune 500 clients.

2 years as the lead producer for interactive projects including Web, CD ROM, DVD and Kiosk applications.

Clients included:

Sprint: Produced CD ROM, Online and in-store demonstrations that promoted Sprint Broadband services directly to the end customers for both retail and business. Helped Sprint to develop an online tool for customers to sign up for Broadband services that was linked directly to a point-of-sale kiosk in retail stores.

LAM Research: Produced interactive demonstrations that were used in several key trade shows and also used by sales people throughout the year.

Executive Producer: 12 Centimeter, Mountain.View, CA

Focused on the development of a new business model for DVD content creation, encoding and authoring. Duties included business development, client relations, project management and supervision.

Clients included:

C-Cube: Produced a consumer DVD demonstration that was used to sell DVD players and related products to customers in an in-store environment.

Executive Producer: CKS Pictures | CKS Interactive, Cupertino, CA

5 years as Lead producer for motion graphic, CD ROM and web projects for major clients such as Apple Computer, Intel, Timberland and others. Maintained direct client relations, team supervision, and direction of video / photography shoots.

Clients included:

Apple: Was the lead producer and a key point of contact for Apple for 5 years. Over this time I produced many marketing demos including consumer retail store demos, CD ROM tutorials, trade show presentations and other interactive marketing pieces.

Timberland: Lead producer for a retail in-store kiosk that was linked to website for online sales and customer demonstrations.

EDUCATION

San Jose State University: Master of Fine Arts/ (CADRE Institute) Computers in Fine Art
Multimedia Computer applications including interactive video.

University of Alaska, Anchorage: Bachelor of Fine Arts/ Photography, Printmaking. Graduated "Cum Laude"

CONTACT

Jon Bender
6081 Meridian Ave STE 70-308
San Jose, CA 95120
jonb@sumawah.com
408 268-3346

contact: jonb@sumawah.com