

DAVID MACK

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Qualification Summary

Over five years experience in designing and developing a variety of professional and personal websites, as an independent consultant, contractor and webmaster. Completed Website Design & Development Certificate Program at University of Massachusetts - Lowell, with cumulative GPA of 3.95.

Proficient in a range of web design technologies and tools, including:

- XHTML and HTML programming
- Flash multimedia authoring
- Photoshop graphic design
- Dreamweaver web design and development
- JavaScript
- Fireworks graphic design

Portfolio Site

www.consultecsoftware.com

Over ten years of product management and marketing experience for Windows and Unix-based software products. Experienced in all aspects of product management, including:

- Creation and implementation of strategic business and marketing plans, product definition, positioning, competitive analysis, pricing and product introductions
 - Creation and implementation of sales tools and marketing programs, including web-based sales tools, direct mail, customer seminars, advertising and product promotions
 - Support of direct sales and telesales channels
 - Third-party software, platform vendor and OEM relationship management
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Experience

Rational Software Corporation

Lexington, MA

1994-1998

Product Marketing Manager

1997-1998

Managed competitive information program for Rational's industry-leading change management software products for Windows and Unix platforms. Researched competitors and provided in-depth competitive analyses for use by field sales, telesales and product management.

- Created new set of effective competitive analysis tools, including detailed analyses on all major competitors. Significantly improved quality and quantity of competitive information.
- Completely redesigned and maintained competitive information portion of company's internal website.
- Effectively managed network of internal and external competitive market research resources.
- Received extremely positive feedback from field sales and marketing on entire program.

Product Manager

1994-1997

Managed complete line of Rational's change management software products for Windows and Unix platforms.

- Successfully planned and executed worldwide launch of next generation Windows change management software products, and Atria's first defect-tracking software product.
- Created new pricing and licensing strategy to maximize revenue generation, and increase flexibility for customers.
- Developed and implemented targeted promotional programs to Atria installed base, resulting in 25% increase in defect-tracking product revenue per month.

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EMC Corp.

Westboro, MA

1993-1994

Senior Product Marketing Manager

Managed full range of client/server backup and hierarchical storage management software for Windows and Unix platforms.

- Successfully introduced EMC's first multi-platform software products.
- Created new software pricing strategy to maximize revenue on mid-range and high-end servers.
- Developed and implemented business plans for OEM and Joint Marketing partnerships.
- Created highly effective sales tools for new product introductions that were adopted as corporate standard.

MathSoft, Inc.

Cambridge, MA

1992-1993

Product Marketing Manager

Managed symbolic math software products for Windows, Macintosh and Unix platforms. Developed and implemented business plans and introduced new product releases.

- Increased revenues by solving wide range of pre-existing product issues in production and customer service, and use of effective direct marketing programs.
- Reestablished and improved relationships with Apple, Hewlett-Packard, IBM, Silicon Graphics and Sun Microsystems.

Hewlett-Packard Co.

1981-1992

Independent Software Vendor Program Manager

Chelmsford, MA

1991-1992

- Managed application and multimedia software vendor recruiting program for object-oriented client/server software technology.
- Planned and directed strategic software developer conferences for leading Windows and Unix application vendors.

Product Manager / Member of Marketing Staff

Fort Collins, CO

1984-1991

- Managed Windows Compatibility Products program for HP Unix workstations.
- Directed strategic workstation business deals and relationships, and provided sales support and technical consulting to field sales force.

Sales Representative

Albany, NY

1981-1984

Marketed HP workstation and PC products to government and major accounts. Received award for highest quota performance in district.

Education:

University of Massachusetts - Lowell: Lowell, MA 2001 - 2003

Web Design & Development Certification Program.

Clarkson University: Potsdam, NY 1977-1981

Bachelor of Science degree in Industrial Engineering specializing in Technical Marketing.