

Jeff Epstein
7267 Alto Caro
Dallas, TX 75248
(214) 725-8716
epstein_jeff@yahoo.com

SUMMARY

Global solutions, product marketing, and product management leader with background in telecommunications and customer service industries. Proven ability in developing marketing plans, business and requirements analysis, project management, and product presentations to customers. Demonstrated accomplishments as a problem solver with strong results orientation.

PROFESSIONAL EXPERIENCE

COMMSCOPE

2014-present

Portfolio Marketing Manager

Leads strategic development, integration, execution and implementation of solutions-focused initiatives and go-to-market strategy. Part solutions marketing advocate and part subject matter expert, identifies solutions marketing opportunities, influences cross-functional teams to align with strategic goals and objectives, and transfers knowledge about markets, buyers needs and product across the marketing and sales functions.

- Developed global marketing plans through multiple channels for \$2B division
- Managed cross-functional team for new product launch, resulting in tripling of sales in less than one year
- Established plan increasing web visitors 27% in one year
- Speaker and writer on industry topics

SOCIAL MEDIA SOLUTIONS AMERICA

2012-2014

Managing Director

Marketing and technical leader for web design and social media developer

- Created outstanding web sites that convert visitors into customers.
- Managed company resources, schedule, and finances

CONVERGYS

2008-2012

Senior Marketing Manager

Marketing lead for the telecommunications, satellite, and cable divisions of a global \$3B relationship management solutions provider

- Led digital and direct marketing resulting in increased lead generation and brand awareness
- Used Social Media tools to promote people, products and services leading to increased visibility for key executive and sales personnel
- Identified and assessed potential market opportunities, determining key trends in target verticals, resulting in continued growth and expansion

- Directed internal marketing activities ensuring appropriate awareness of Convergys' services and capabilities throughout key stakeholder groups
- Wrote and presented white papers and webinars providing thought leadership in target verticals

**INTERVOICE (acquired by Convergys)
Product Marketing Manager****2005-2008**

Marketing for mobile product line worldwide, including market analysis, sales support, requirements analysis, and product development for \$250M software and services company.

- Developed marketing plans, brochures, presentations, Product Descriptions, FAQs, and Fast Facts for new and updated products, increasing global product awareness
- Wrote white papers and published articles demonstrating company leadership in key industries
- Performed research & financial analysis and wrote business plans leading to development of new and updated products and features
- Planned and led webinars to showcase development of new features and product launches. increasing global product awareness

Consultant**2003-2005**

Sold products and services to businesses in the computer, real estate and tax industries.

**ERICSSON INC - Dallas, TX
Senior Product Manager****1991 - 2003
1998 - 2003**

Managed regulatory issues, new feature development, roadmaps, and customer presentations. Coordinated critical activities with development unit and customer on continual basis for customers' networks.

- Negotiated content, pricing and delivery for \$30 million feature set reducing customer costs.
- Managed requirements and pricing for multiple features with prices ranging from \$300,000 to \$1.8 million increasing customer profitability and operational efficiency
- Coordinated pricing, marketing and product information transforming developmental work into \$150,000 product
- Analyzed and coordinated implementation of FCC regulatory requirements for wireless product features minimizing the risk of government penalties for non-compliance for Ericsson's second largest customer
- Presented product material to customer user groups, increasing customer product knowledge.

**Senior Software Engineer – Dallas, TX & Goteborg, Sweden
Software designer, tester & team leader****1991 - 1998****EDUCATION**

Master of Science • Computer Science University of Texas at Dallas - Dallas, TX
BBA • Industrial Management University of Texas at Austin - Austin, TX