

LISSA NAKHWA



2713 Trophy Club Drive, Trophy Club, TX



650.468.4312



LissaNakhwa@Gmail.com



[LinkedIn.com/in/LissaNakhwa](https://www.linkedin.com/in/LissaNakhwa)

SUMMARY

Marketing professional with over ten years' experience developing programs for both clinical and research segments in biotechnology, clinical diagnostics and life sciences. Energetic team leader with the ability to build and execute innovative commercialization strategies and integrated marketing programs to successfully engage target audiences and drive revenue. Experienced developing global-minded strategies that engage local marketing efforts.

Specialties: Marketing program management, campaign analysis, integrated launch strategies, partner and channel marketing, lead nurturing, commercialization planning, global marketing planning.

PROFESSIONAL EXPERIENCE

AGILENT TECHNOLOGIES, INC., Santa Clara, CA 2012 - Present
Associate Director, Genomics Software Marketing Programs & Communications (2015 – Present)

Manage team responsible for integrating software (Cartagenia Bench, Alissa Interpret, Align & Call, SureCall, CytoGenomics) into Genomics solution-based marketing plans, supports software launches and releases, and generates sales enablement tools and demand generation activities. Confirm alignment between strategic marketing and regions. Work with product management and R&D on upstream marketing to help develop go-to-market plans for division's SaaS portfolio.

- Led commercial effort to rebrand clinical informatics software platform and development of a sub-brand strategy for the Genomics product portfolio.
- Successful development of programs that contributed to \$5.8M in annual revenue by accelerating business growth of software through project management of internal integration team, lead nurturing and regional activation.
- Developed campaign that leveraged Agilent's web application, field marketing, and sales organizations that directly contributed over \$700K in annual revenue.

Senior Global Marketing Program Manager, Human & Reproductive Genetics (2014-2015)

Developed downstream marketing programs and campaigns to protect and grow market share for application-based and global service provider partner programs. Worked with product management on upstream marketing plans for Research Use Only products.

- Championed campaign to protect customer share leveraging targeted messaging, regional sales engagement and competitive data. Over one year, campaign contributed over \$1M in sales revenue.
- Developed marketing materials and managed the contract funnel for partner program, which influenced a revenue stream of approximately \$10M per year.
- Created targeted marketing program which contributed in \$530K revenue in year 1 (\$5K program cost), and \$708K in year 2 (\$10K program cost.)

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AGILENT TECHNOLOGIES, INC., Santa Clara, CA (cont.)
Global Marketing Program Manager, Channels & Software (2012-2014)

Developed downstream marketing programs for Agilent Genomics' CGH-based portfolio.

- Lead generation campaign resulted in 30% increase in registrations in first quarter.
- Genomics business lead for \$1M web transformation project that received corporate recognition for operational excellence.

LIFE TECHNOLOGIES (Thermo Scientific), Grand Island, NY 2009-2012
Market Development Manager, Bioproduction Division

Developed and executed marketing campaigns for Bioproduction (GIBCO & Invitrogen) product lines.

- Developed marketing campaign for new product launch that helped to achieve first year revenue expectations and exceeded second year expectations by 13%. Creative assets were displayed as part of a corporate showcase for innovation.
- Launched marketing program for a legacy product producing \$85K in first quarter revenue.
- Led cross functional team to plan and participate in major conference resulting in \$100K in revenue which was the largest demand generation activity of the year for the professional services organization.

ATTO TECHNOLOGY, Amherst, NY 2008-2009
Manager, Partnering & Channels

Managed staff of 3 marketing specialists who influenced a revenue stream of \$20M per year for storage and network connectivity provider. Worked with Value Added Resellers, Distributors and Systems Integrators to create joint messaging, commercialization plans, and marketing programs to support business objectives.

- Developed new channel marketing program for technology partners resulting in 25% increase in new partners in 12 months.
- Quarterly marketing promotions for online resellers resulted in 8% increase in YOY revenue.

ACCOLADES | EDUCATION

- Ranked as Agilent Technologies top performer among peers 3 consecutive years.
- First Place, Process Category/DGG Division, Agilent Innovates, 2013. This program recognizes the most innovative products and processes within all divisions in the company.
- Chapter Lead, Grand Island International Women's Influential Network, Life Technologies, 2011 – 2012.
- Bachelor of Science in Management, Menlo College, Atherton, CA.