

JOSEPHINE GILMORE

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PROFILE

Multilingual MBA with 12 years of international high technology experience, including e-commerce, telecom, semiconductors, and electronics. Strong skills in analysis and strategic planning, expertise in oral and written communications and proven consulting accomplishments. Emphasis on European market entry and operations.

EDUCATION

Thunderbird, The American Graduate School of International Management Glendale, AZ
Master of International Management, *Specialization: Technology Management* May '01
Includes: 6 months at Thunderbird French-Geneva Center, Archamps, France
Online course: *Managing the Digital Enterprise*

Suffolk University Boston, MA
Master of Business Administration (Marketing and International Business) Sep '97
Includes: European Union Seminar at Institut d'Administration des Entreprises – Aix-en-Provence

Grinnell College Grinnell, IA
Bachelor of Arts, English May '88

EXPERIENCE

Marketing Instructor (part-time), University of Akron, Akron, OH Aug '01 – present
Instructor for undergraduate marketing courses.

- Integrated Marketing Communications: an introduction to the range of available marketing communications channels, including public relations, advertising, online promotion, direct mail, and more.
- eMarketing Principles: an introduction to marketing principles with an emphasis on technology and integration into the corporate structure.

Strategic Marketing Consultant, Group Gilmore, Akron, OH May '01 – present
Strategic marketing practice for technology companies.

- Created strategic marketing and business plan for commercial lighting/energy management product line; market definition, market potential, product development plan, and identification of distribution channels. Project currently in development.
- Designed and executed sales and distribution plan for consumer visual aid.
- Produced collateral materials and website for consultancy.

Director of Marketing (volunteer), e2v, Glendale, AZ Jun '00 – Jan '01
Student-led campus organization focusing on e-business, entrepreneurship and venture capital issues.

- As part of the 5-person leadership team, planned and executed the Fall 2000 Forum: Global Issues in the New Economy, featuring speakers and panels from leading international Internet and telecom companies
- Developed a strategic alliance with the international e-commerce organization First Tuesday, Phoenix chapter; created and held an e2v/Thunderbird student position on the chapter steering committee

Teaching Assistant, Thunderbird, Glendale, AZ May '00 – Feb '01

- **Europe's High Tech Marketplace** – in partnership with the course professor, designed and executed three-week course surveying the technology marketplace in Europe, concentrating on the Haute-Savoie and Bouche de Rhône regions.
- **Introduction to E-Business** – as part of a 16-member team, independently mentored and evaluated a group of 24 students; all Assistants were qualified through industry experience, Thunderbird coursework, recommendations, and successful completion of an online course: *Managing the Digital Enterprise*
- **Technology Policy and International Competitiveness** – while taking the course for credit, assisted the professor in preparing course materials and outside research materials

Marketing Consultant, Owner and Sole Proprietor, Glendale, AZ Aug '99 – Dec '00
Independent consulting practice developed in the Phoenix marketplace.

- Researched market potential, competitive environment, and strategic partnership opportunities for small- and start-up enterprises without internal marketing resources
- Designed and presented “Practical Print Advertising” seminar to AzSoft.com Marketing Special Interest Group to teach the mechanics of evaluating and executing advertising for new technology products
- Developed initial marketing plans for a variety of small businesses, including an online specialty retailer, a local restaurant, and a self-help software start-up

Director of Marketing, Syntrillium Software, Scottsdale, AZ Aug '98 – Aug '99
Key products are Cool Edit 2000 and Cool Edit Pro PC-based audio editing software.

- Developed marketing product launch, including market analysis, product positioning, online and retail pricing models, advertising and promotion, and packaging for B-to-C and B-to-B audio editing software products
- Created and implemented a \$250,000 advertising and promotion budget and schedule
- Negotiated and managed international distributor and dealer relationships, including developing new international sales channels and a new domestic dealer relationship

Product Line Manager, Newnes Electronics, Butterworth-Heinemann, Woburn, MA Sep '94 – Apr '98
Newnes is the brand name of a line of engineering and high technology information products for professionals and students, with separate but coordinated UK and US product lines.

- Conceived, presented, and implemented 45 technical/financial new product plans with 2-year projected revenues of \$3M; included P&L, market analysis, competitive analysis, and sales channel definition
- Identified, proposed, and successfully completed \$750K, 17-item product line acquisition which brought several industry-standard texts into the Newnes product line
- Liaised with UK office to coordinate product development and brand management strategies

Editor, Trade & Technology Education, Glencoe/McGraw-Hill, Columbus, OH Apr '91 – Sep '94
Glencoe specialized in technology educational materials for the post-secondary market.

- Developed and presented 10 technical/financial new product plans with 5-year projected revenues of \$2.5M
- Planned and developed ancillary multimedia programs and software products as new revenue sources, including new materials for two widely-used textbooks for electronics and automotive technicians

PR/Editorial Coordinator, Saitek Ltd., Hong Kong Mar '89 – Apr '90
Saitek produced the Kasparov line of chess computers, as well as personal office electronics.

- Managed editorial projects and production of collateral materials in six languages
- Expanded public relations effort, resulting in increased press coverage, increased distribution inquiries, and two product awards from the Hong Kong Trade Development Council

PROJECTS & RESEARCH

- **The Incubation of High Technology in France** – analysis of the three key methods used to encourage development of high technology enterprises in France: spin-offs, technopoles, and pure incubators; characteristics, success factors and industry cases.
- **TeraBeam Inc.: Broadband Market, Paris** – led a three-student team in preparing a Paris broadband market entry analysis. Primary and secondary research on Internet and broadband market conditions, potential client profiles, competitive landscape, complementary services, regulatory and cultural issues, and partnering opportunities leading to a “go-ahead” market viability recommendation.
- **L’Internet en France: Analyse du marché** – continuing research and market conditions reports, including current Internet usage overview, the e-commerce marketplace, government and regulatory issues (France and EU), future trends, and research bibliographies (French language reports)
- **Motorola China: Strategic Fit Analysis** – led a three-student team on a strategic fit analysis of Motorola’s China market entry and operations; including market conditions, political and regulatory framework, cultural environment, economic and political risk, competitive environment, infrastructure conditions, and Motorola’s corporate culture.

- **Technology Partnerships: Recommendations** – research and case-based recommendations for effective design and implementation of government-industry partnerships in the technology development arena: key cases included Sematech, the Flat-Panel Display Initiative, the Advanced Technology Program, and the High Performance Computing and Communications Initiative.
- **Online Travel Industry Market Opportunities** – part of four-member student consulting team, developing a market conditions overview for online travel services, and recommendations for alternative delivery, product development, and market segmentation strategies.
- **European Semiconductor Industry** – analyzed and presented reports on European market conditions for the semiconductor industry, including major players, governmental and regulatory environment, industry organizations, and industry forces analysis.

ADDITIONAL INFORMATION

Languages: English (native); French (fluent); Spanish (conversant); German (conversant); Italian (basic); Mandarin (basic)

Organizations: Phoenix First Tuesday Steering Committee, AZ Internet Professionals Association (AZIPA), AzSoft.net Marketing Special Interest Group, French Club, Women in Business

Travel: Extensive international travel including Asia, Australia (six months) and Europe

Honors: Phi Sigma Iota foreign language honor society