

WAYNE CASWELL

wcaswell@austin.rr.com
2613 Salerno Place
Cedar Park, TX 78613
512-507-6011

PRODUCT MARKETING with focus on WIRELESS and the DIGITAL HOME

- Tech-savvy marketing top gun with extensive experience at IBM, Dell and CAZITech
- Especially adept at spotting trends & opportunities and explaining concepts & product features in ways that inspire sales teams, terrify competitors, captivate customers, and generate revenue

GENERAL MARKETING SKILLS	GENERAL TECHNICAL SKILLS
Brand Management	PC Networking
Message Development	Conceptual Design
Marketing Communications	Systems Engineering
Sales Support & Staff Training	Project Management
Written & Verbal Communications	Microsoft Office, FrontPage & Publisher
Market Research, Segmentation & Positioning	Acrobat, Lotus Notes & SmartSuite

EXPERIENCE HIGHLIGHTS

HOMEOWNERS OF TEXAS, Austin, TX **2008-2010**

Policy Advocate & Communications Director

- Co-founded a startup, non-profit, consumer advocacy after recognizing an opportunity to fix Texas laws: laws that shield unscrupulous contractors from lawsuits and accountability
- Opposed, supported and wrote legislation to (1) protect homeowners, (2) give them better dispute resolution options, and (3) regulate the homebuilding industry
- Developed a comprehensive marketing campaign (messaging, strategy, collateral, website, social networks and media relations) to gain public support and influence public policy
- Convinced lawmakers to abolish an abusive state agency, the Residential Construction Commission, and pass a new law protecting homes built on expansive clay soil, opposing the state's second most powerful lobbying block (the \$35 Billion Texas Homebuilding industry) with no outside funding

DELL, Austin, TX **2006-2008**

Messaging Manager

- Established & enforced powerful marketing messages across functional teams and all media & regions, increasing PC sales (up 22% per IDC) and market share
- Produced Dell's "best ever" Reviewer's Guides, wrote technical papers, and developed product demos, leading to Editor's Choice awards and driving sales
- Researched brand attributes and strategies for consumer desktop PCs (Dimension, Inspiron, Studio and XPS), credited with naming the Studio brand and XPS One and helping to extend XPS beyond gaming
- Extended messaging influence to other business units, including home networking & home theater, Bluetooth & Wi-Fi, graphics & audio, displays & Blu-ray Disc, family safe computing, services and green
- Established and maintained a global repository of messaging collateral for easy access by sales teams

CAZITECH CONSULTING, Austin, TX **1999-2006**

Principal Consultant

- Provided Digital Home management consulting, including market & competitive analysis, management education & workshops, strategy & tactical advice and other services, to organizations such as 3M, Electric Power Research Institute, International Wireless Packaging Consortium, Parks Associates, Siemens, and Technology Futures
- Influenced telecom public policy by serving on the FCC Consumer Advisory Committee in three working groups: (1) Advanced Technology, (2) Homeland Security, and (3) Rural & Underserved Populations
- Successfully lobbied the Texas legislature to protect the right to install municipal wireless networks
- Managed worldwide brand, marketing collateral, internal meetings, trade show events, media relations and speaking opportunities for a wireless industry association, reaching 95% market share

Continued

- Wrote market research reports, white papers, blogs and a wireless column for HomeToys.com
- Credited with naming the CONNECTIONS conference, now produced by Consumer Electronics Assn.

IBM CORPORATION, Armonk, NY

Solid IBM career with steady advancement through computer operations, programming, and systems engineering before shifting from enterprise technology solutions to consumer marketing with focus on PCs, software, wireless networking and semiconductors

Market Segment Manager, Microelectronics, Austin, TX **1997-1999**

- Influenced strategic decisions of IBM's \$1.5 Billion semiconductor division to enter (or avoid) several emerging markets by producing Home Networking & Gateway business plans, facilitating a broader plan for Network Appliances, evaluating strategic relationships, and participating in industry standards
- Spearheaded 1st COMDEX & CES Home Networking pavilions, which became annual "Hot Spots"

Senior Planner, Personal Software Products, Austin, TX **1993-1997**

- Developed innovative strategies & plans to sell the OS/2 operating system into homes, to game developers, and to corporate teleworkers, leading to the #1 position on StoreBoard's retail sales charts
- Created a new sales channel by designing a Try-n-Buy CD-ROM, which was adopted by other divisions
- Applied thought leadership, keynote presentations, white papers, standards participation, prototype development, and marketing plans to pioneer the emerging Residential Gateway market

Area Marketing Representative, Global Sales and Distribution, Dallas, TX **1984-1993**

- Directed PC marketing (PS/2, OS/2 & software) with expert advice & support and "Best Practice" marketing programs across a 10-state territory, resulting in Area PC sales ranking #2 in the nation
- Developed a proven approach to selling IBM PCs that cost twice that of competing systems
- Created an online information repository that blended email, newsletters and centralized storage, improved field communications and customer satisfaction, saved \$2.5 million a year, and increased sales. It prompted two large cash awards and was named an "IBM Best Practice."
- Invented a tool to easily develop and distribute presentations and proposals for local printing in typeset quality, saving IBM well over \$1 million a year and earning another large cash award.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **BACHELOR OF SCIENCE**: Management Science, American University, Washington, D.C.
- **MBA-like IBM Management and Technical Training**: extends well beyond academic education
- **3 ASSOCIATE DEGREES**: Science, Business Administration & Data Processing (interesting story)

AFFILIATIONS

- **American Marketing Association** (Austin.MarketingPower.com)
- **Association for Community Networking** (AFCN.org)
- **Austin Wireless Alliance** (AustinWirelessAlliance.org)
- **Continental Automated Buildings Association** (CABA.org)
- **Society of Industry Leaders** (societyofindustryleaders.com)
- **Telecom Think Tank** (TelecomThinkTank.com)
- **World Futurists Society** (WFS.org)

SEARCH TERMS NOT COVERED IN RESUME

TECHNOLOGIES

Intel, PowerPC, Embedded PC DOS, OS/2 Windows Vista, XP, 98 Microsoft Outlook & Office Ethernet & Wireless Networking Wi-Fi, WiMAX, Bluetooth, HomeRF WiMedia, UltraWideband HomePNA, HomePlug, MoCA Home Automation & Control Sensors & Actuators	X-10, ZigBee, Z-Wave Telecommunications, FTTH DSL, Cable, HFC, DOCSIS HDTV, TV Set-top Box, VoD Residential Gateway, OSGi Multimedia, Game Console Digital Convergence, Compression & Transcoding Assembler Language, RPG COBOL, FORTRAN, PL/I CICS, Database	DL/I, SQL/DS, DB2, QMS DASD, VSAM ATMS, STAIRS VM/CMS, OS/MVS PROFS, Lotus Notes, SmartSuite Middleware, e-Commerce Social Networking, Web 2.0 International Standards: IEEE (802.11), EIA/TIA (TR41.5), ISO/IEC (ITC1 SC25/WG1)
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TECHNICAL ROLES & INDUSTRIES

Internet Home Alliance Application Design Structured Programming Systems Engineer	Banking, Distribution, Government, Healthcare, Insurance, Manufacturing,	Petroleum, Telecommunications, Electric Utilities
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TASKS

Business Planning & Organizing Bus. Development & Justification Market & Competitive Analysis Focus Groups & Surveys Market Size & Strategic Fit Porter's Five Forces & SWOT Project Management & PERT Decision Making & Risk Mgt. Process Reengineering Public Relations (PR)	Balancing & Prioritizing Supervising, Managing, Directing Mentoring, Advising, Consulting Marketing Channel Development Executive Seminars Customer Presentations Product Demonstrations Trade Show Planning Proposal Preparation Sales Training, Train the Trainers	Technical & Marketing Support Problem Determination & Solving Systems Analysis & Design Complex Systems Installation Standards & Procedures Data Security & Encryption Growth Rate & Capacity Planning Simulation & Benchmarking Change Management Network Management
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PERSONAL QUALITIES

Solid Business Judgment, Quality Understands Big-Picture Inquisitive Learning Ability Grasps Technical Concepts Creative & Breakthrough Thinking Innovation & Conceptual Design Cross-functional Matrix Mgt.	Team Player Strong Work Ethic Responsive & Helpful Customer Satisfaction Sales & Quota Leadership Dedicated, Loyal, Trustworthy Highest Integrity & Character	Financially Conservative Personally Accountable Self-Starter Ingenuity Completed Staff Work Methodical & Organized Adaptive & Flexible Sense of Urgency
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