

Resume for Roger E. Biery
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Career Objective

Challenging and rewarding contract work involving marketing strategy and communications for companies in the computer networking industry

Work Experience

Sierra Communications, Mariposa, CA
Independent Marketing Communications Consultant - 1995 to Present

Self-employed independent consultant – The growing list of clients includes (in alphabetical order): 3Com, Abovetel, Alantec, Altor Networks, Aperto Networks, Ascend Communications, Azalea Networks, Bay Microsystems, BigBand Networks, Birdstep, BlueArc, Blue Coat, BlueNote, Caspian, Check Point, Cisco, ClairMail, ConSentry, CopperCom, Coradiant, CoSine Communications, Ditech Networks, EmergeCore Networks, Exalt Communications, Extreme Networks, F5 Networks, Firetide, Fortinet, GoRemote Internet Communications, Hatteras Networks, HOSTING, IBM, Ikanos, Inktomi, the International Softswitch Consortium, Internet Security Systems, Intira, Ipsilon Networks, IPWireless, Juniper, LSI, Lucent Technologies, Luxcom, MapR Technologies, Matisse Networks, Meru Networks, Metaswitch, Mu Dynamics, Nevis Networks, Nokia, Nomadix, NorthPoint Communications, Packeteer, PacketHop, Ping Identity, Power Assure, Procera Networks, Procket, Proxim, Quest, SecGo, Shomiti Systems, ShoreTel, SkyPilot Networks, SpearHead Security, SpringTide Networks, Strix Systems, Sycamore Networks, Trapeze Networks, Unisphere Networks, V-ONE Corporation, Visto, VKernel, Vpacket Communications, VPNet Technologies, Woven Systems and Zhone.

Luxcom, Inc., Fremont, CA
Vice President of Marketing - 1991 to 1995

Responsible for all marketing activities at Luxcom, a start-up company specializing in networking hubs for IBM environments – Areas of responsibility included product marketing, public relations, trade show participation, business development, OEM partnerships and channels of distribution – Authored the company's business plan that succeeded in obtaining additional financing

Ungermann-Bass (Tandem Computers), Santa Clara, CA
Product Line Manager - 1986 to 1991

Managed the group responsible for UB's LAN adapter and workstation software product lines, which included setting the company's TCP/IP and OSI strategies - Previous major assignment was a special project to integrate Industrial Networking Incorporated (INI) products and

practices with UB's - INI was a joint venture between UB and General Electric specializing in the Manufacturing Automation Protocol (MAP) segment of the local area networking marketplace - Original position was product management at INI - Defined and launched INI's third party and UB's special projects programs - Awarded Tandem's Outstanding Performers (TOPS)

Dataflow Systems, Palo Alto, CA
Sales and Marketing Manager - 1984 to 1986

Responsible for sales and marketing for all products and services at one of HP's largest Independent Software Vendors - Activities included managing all sales and marketing programs and personnel, along with negotiation and maintenance of contracts with software component suppliers - Conducted market research, developed a business plan and published a functional specification to seek venture capital for a distributed wholesale/retail business system

Hewlett-Packard, Indianapolis, IN and Palo Alto, CA
Sales Representative - 1978 to 1984

Distributed computer system sales for HP's engineering and business computers in both geographical and major account territories - Exceeded quota in four of five years and received various outstanding achievement awards

Education

University of Cincinnati, Cincinnati, OH
BSEE in Computer Science - 1978
Graduated Magna Cum Laude

Professional Practice work experience included assignments at B. F. Goodrich (Akron, Ohio) in market development and COMSAT Laboratories (Clarksburg, Maryland) in product design and testing