

Bard Williams, Ed.D.

bard@techthree.com

3 1/2 N Santa Cruz Ave., Suite E, Los Gatos, CA 95030

office: +1(408)354-0634

mobile: +1(408)859-7991

fax: +1(408)877-1514

Summary

Multi-talented marketing executive with a proven track record in building, leading and focusing strategic and partner marketing organizations in the education and consumer technology marketplace. Skilled in strategic business planning, team building, partner development, Web2.0 marketing, program development, and events management. Collegial, motivated, and passionate about technology and marketing. Accomplished keynote speaker and award-winning published author of 14 books and numerous articles.

Professional Experience:

2008-PRESENT

TiVo, Inc.

Alviso, CA (www.tivo.com)

Director, Partner, International & Retail marketing

Works closely with US and International platform partners in developing, managing and marketing their TiVo-based solutions, drives development of the joint marketing strategy and programs, represents the interests of the company's platform partners back into the TiVo marketing organization, developed and then executed the overall platform marketing plan, works with business development to deliver new platform partners and assesses marketing program effectiveness and works with our partners to conduct analysis

2001-2008

Techthree Marketing and Consulting Services, Inc.

Los Gatos, CA (www.techthree.com)

President & CEO

Started and grew company specializing in marketing for the technology (hardware, software, training, management) industry, with demonstrated expertise in the education, creative, enterprise and consumer marketplaces. Actively helped more than 70 companies, including Adobe, Palm, Corel, AOL and TiVo, develop and implement marketing plans and programs. Grew company revenue to more than \$500K annually within first 2 years.

Specific skills and experience includes:

- Creating and executing strategic marketing plans
- Designing and executing partner marketing strategy
- Managing a team to completely redesign corporate websites
- Building and deploying sales and marketing collateral
- Producing and managing successful webinars
- Managing an international product evangelist and advisory team
- Managing marketing support for new product launches
- Collaborating and directing business development efforts
- Presenting keynote speeches, presentations and workshops for client and partner presentations at conferences & events
- Developing and managing email and newsletter communications

1995-2001

Apple Computer, Inc., Cupertino, CA

Progressed from highly effective field marketing leader in the education market to managing worldwide consumer/games and programs marketing. Responsibilities included strategic marketing, partnership development, website content and design, and tradeshow management.

1999-2001

Sr. Marketing Manager, Worldwide Markets – Corporate

- Developed key programs and strategies for the consumer/games and creative markets worldwide resulting in a significant increase in awareness and demand for Apple products.
- Developed and implemented consumer/games marketing programs resulting in increased support, development, and sales for Apple hardware and software
- Redesigned and implemented a solution focused website for the Creative (business) and Games (consumer) markets driving exponential increases in web traffic
- Built and implemented a plan to increase the effectiveness of corporate presence at key tradeshows drawing media and consumer attention to more than 100 events per year
- Hired a ground-breaking team of creative and consumer/games marketing professionals

1998-1999

Sr. Marketing Manager, K-12 Internet & Administrative Solutions - Corporate

Developed, planned, implemented and evaluated marketing programs surrounding Apple education products and services, strengthened relationships with Apple's strategic partners, led a team who redesigned the company's education website. Keynoted major education conferences and events.

1995-1998

MARKETING MANAGER, Strategic Education Initiatives, NOrtheast Region - Field

Authored policies and developed and implemented programs encouraging the development of technology in 8 Northeastern states. Keynoted large conferences, explored and facilitated nationwide strategic initiatives; built Internet strategies; developed and implemented marketing and staff development programs; managed grant programs; managed a team of education lobbyists; created and conducted seminars; planned with governors, legislators, and superintendents; gathered input for research and development.

1980-1995

Gwinnett County Public Schools, Lawrenceville, GA

Involved in management and decision-making at every level of introducing new technologies into a forward-thinking suburban Atlanta school district that grew to more than 100,000 students and 80 schools.

1994-1995

District Coordinator of Computer Technology & Support

Built and implemented district-wide technology plans with a \$50M+ budget that included:

- Selecting and approving hardware and administrative/productivity software
- Authoring and implementing a universal professional development plan
- Overseeing network design and installation at 70+ school facilities

1993-1994

Coordinator of Instructional Technology

Chosen as growing school district's first instructional technology coordinator. Selected, purchased, and installed computer technology district-wide. Managed professional development and training, grant preparation, curriculum/instructional support, project development.

1990-1993

School Administrator/Technology Coordinator

First local school technology coordinator. Coordinated the installation, management, scheduling, maintenance and instruction in instructional computing labs; conducted and coordinated professional development.

1980-1990

Educator - Trickum Middle School

Sixth, seventh and eighth grade teacher. Content areas included: Science, Mathematics, English, Social Studies, Journalism, Computer Applications and Programming; department chair.

1979-1990

Emory University, Atlanta, GA Adjunct Professor

Taught undergraduate course in education and curriculum methods and content in Science Education; guest lecturer for mathematics, science, methods and numerous other graduate courses.

1988-1994

CNN/Turner Learning, Teachable Tech, Inc., Atlanta, GA science and technology/ writer and Marketing Consultant

Provide a variety of technology and educational consulting services. Clients include: TBS/CNN, University of Georgia, Georgia State University, Emory University, Apple Computer, Cobb/Fulton/Dekalb Schools (GA), Okaloosa County Schools (FL), IBM, Glencoe/Houghton-Mifflin Publishing Co. Products: CNN Science Access (VideoLink); CNN Newsroom, CNN News Access, Democracy In America, Captain Planet and the Planeteers.

Education:

- Ed.D, Curriculum and Instructional Technology, University of Georgia, Athens, GA
- Administration/Supervision Certification (L-5), Emory University, Atlanta, GA
- Postgraduate course work, D.A.S.T. program, Emory University, Atlanta, GA
- M.Ed. Mathematics/Science Education, Georgia State University, Atlanta, GA
- B.S.Ed. Speech Communications and English, University of Georgia, Athens, GA

Memberships and Associations:

- American Marketing Association
- Surfrider Foundation
- Phi Kappa Theta Fraternity
- University of Georgia Alumni Association
- Los Gatos (CA) Chamber of Commerce
- Leadership Los Gatos 2008
- Better Business Bureau of Silicon Valley

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