

Experience

Over 25 years developing and implementing strategies and action plans for high-tech products and services in multiple categories and markets. Experience includes category creation and market development, new product launches, go-to-market, and vertical marketing programs, as well as brand strategy. Extensive background in strategy, product/brand management, strategic marketing, and go-to-market activities. Have led or performed key functions within emerging firms and public companies, as senior manager, lead contributor, or consultant. Pioneering roles in the PC and digital media industries.

Informing Arts

1994 to present



Principal and Co-owner. Counsels C-level execs and business units on strategies and alignment plans to grow their business or accelerate revenues. Advises on strategy formation and communication, business plans, product/brand management, market leadership, go-to-market and product marketing (in B2C, B2B2C, and B2B sectors). Helps executive teams develop a shared vision, clarify strategies, align key resources, and develop practicable action plans. Serves as VP of Marketing on a contract basis. Sample clientele: Apple, RealNetworks (casual games unit), Sony Europe, Corbis, PhotoDisc (now Getty), Primus (now ATG), Classmates Online, aQuantive and Atlas DMT, Monster.com, Vulcan, Ernst & Young, Xerox and multiple start-ups. (See www.informing-arts.com.)

Aldus (Adobe)

1990–1994



VP of Worldwide Marketing & Other Roles. Responsible for key strategies and marketing programs for the pioneering firm that created the essential PC tools used by creative professionals and media businesses. As VP, introduced the frameworks and practices that enabled Aldus to manage multi-country product launches while achieving worldwide consistency in messaging and positioning. Launched the industry’s first software-based digital asset management system.

Served on the merger integration team to define development and product management best practices, rationalize the product portfolio and brand architecture. Identified specific strategic actions to be taken immediately following legal and shareholder approval for the merger. The Adobe/Aldus merger remains a stellar example of corporate integration.

Director, Interactive Publishing. Responsible for new product planning and market development of innovative products for interactive publishing and new media — before the Web emerged. (Focus areas: cross-media publishing, digital video, digital asset management, new media and workflow.) In prior roles directed product management and marketing functions for Aldus’ flagship products.

Apple

1986–1990



Group Manager, Desktop Publishing. Responsible for directing worldwide programs and strategies that secured Apple’s franchise in publishing, graphics and digital media. Oversaw collaborative marketing campaigns with companies like Adobe, Aldus, HP and Microsoft. (This franchise drove over \$1 billion in Apple revenues by 1990.) Those efforts laid the foundation for what became Apple’s core profit

Christine Thompson

Office 206 • 232 • 7919 Mobile 206 • 795 • 1018
christinewthompson@comcast.net

Apple Computer (cont.) (1986–1990)

driver for the next decade. Served as spokesperson and industry influencer for this sector. Planned and executed joint marketing programs with Apple counterparts in Europe and Asia/Pacific, achieving greater impact at much less cost thanks to effective coordination across formerly autonomous units.

US Marketing Manager: Small Business. Responsible for strategies, business development, alliances, channel mix, and marketing campaigns targeting SMB and key vertical markets. Pioneered a successful online viral marketing campaign to promote Apple adoption by influential lawyers (a tactic to overcome channel resistance). Managed alliances and business development relationships with key professional associations, market influencers, and leading consulting firms. Key member of the original marketing team that drove the early Mac's explosive growth in the business market, with revenues growing from \$1 to \$5 billion in under 5 years.

Hewlett Packard 1985–1986

Senior Product Planner. Served as the sole marketing representative on a cross-divisional task force assessing market opportunities and defining requirements for NewWave and the first HP Vectra PC (based on the Wintel/386 architecture).

VisiCorp 1983–1985

Senior Product Line Manager. Managed the brand, product P&L, product management staff, and product line extensions for VisiCalc (the world's first killer app for PCs). Led roadmap planning to support compatibility with early PCs from Apple, IBM, Commodore, Tandy and others. Played leading role in new product acquisitions, strategic planning, contract negotiations with outside developers, life-cycle planning, and product introductions. Enjoyed consistent success in releasing new products on schedule. Led the development and introduction of the company's first product for the first-generation Macintosh.

DTSS, Inc. 1981–1983

Director of Marketing. Provided leadership and inspiration during business turnaround of a high-tech firm which had just been acquired by MetLife and now faced enormous culture clash. Owner gave us 6 months to become profitable or shut down operations. Improved strategic focus and effectiveness of marketing programs by alignment and teamwork with other departments while strengthening relationships with the most profitable customers. Revenues grew 30% in 6 months; company survived.

Promoted to Director from Product Marketing Manager responsible for defining new product mix and market requirements. Managed licensing and customization of several third-party applications for decision support and graphics. Negotiated complex contracts for royalties, sublicensing and distribution rights. Managed core staff of software programmers who developed and/or customized complex application programs. (DTSS provided ASP-like services to Fortune 200 firms.)

Christine Thompson

Office 206 • 232 • 7919 Mobile 206 • 795 • 1018
christinewthompson@comcast.net

Lupfer & Long, Inc.

1978–1981

Senior Consultant. Sold consulting services and specialized financial software products to major accounts within large enterprises. Defined requirements for pilot programs, customization and integration. Managed installation and training when L&L's financial modeling and accounting products were sold into Fortune 200 sites.

Dartmouth College

(professional staff)

1974–1978

Senior Editor, Kiewit Computer Center. Wrote, edited, designed and produced all the newsletters, user manuals, and publicity materials produced by Dartmouth's pioneering computer center. Was the first editor in the world to use a computerized typesetting/layout system (developed in-house) which we used regularly for production — a decade before comparable capabilities were available commercially.

Worcester Controls

1973–1974; and
summers 1969–1973

Communications Coordinator. Wrote, scripted and filmed product orientation and sales training videotapes for industrial resellers. Edited/produced marketing collateral, and provided tactical support to other marketing managers. First woman asked to join management team. Mentored by the CEO, who persuaded me to abandon a PhD program in favor of “an experiment with a business career.”

Education

Mount Holyoke College

B.A. in French literature. Graduated in top 5 of class, magna cum laude and Phi Beta Kappa. National Merit Finalist. Recipient of many awards and academic honors.

Sorbonne

(L'Université de Paris IV)

Certificat du Premier Degré (equivalent to baccalauréat with honors) in French literature and culture.

Numerous professional development courses and seminars: including leadership training, economics, accounting, photography, marketing practices and management. Extensive professional readings.

Personal

Have helped garage winemaker husband produce Bordeaux and Rhône style blends from Washington grapes since 1993. Also enjoy tandem cycling, kayaking, sailing, reading, and European travel. Plus, book club reviews while hiking.

Professional associations: Northwest Entrepreneur Network, Seraph Capital Forum, and Forum for Women Entrepreneurs.