

PAUL FERNANDEZ

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Product/Marketing Management • Project Management • Consulting

Product/Technology Innovation • Project Management Professional (PMP) • Pricing • Market & Financial Analysis • Secret Security Clearance (Reinstatement Available)

PROFESSIONAL EXPERIENCE

Telcordia Technologies, Inc., Piscataway, NJ (1996 – 2008)

A technology sector company specializing in software, consulting, and information services.

-Product Manager (2003 – 2008)

Key Accomplishments

- Defined and implemented successful business and product strategies resulting in expanded market share of 200% within Federal Government Market.
- Collaborated across functional groups to pitch, fund, and execute initiatives, reversing business contraction and achieving 5% subscriber and revenue growth.
- Defined and developed marketing collateral, sales presentations, and ROI tools, improving market awareness and establishing business case savings of 20%.
- Partnered with customers and suppliers to identify and proactively respond to market trends through consultation, solution strategy, and product delivery to create and maintain sustainable competitive advantages - as evidenced by 95% client retention.

-Marketing Manager (2000 – 2002)

Key Accomplishment

- Formulated strategic business plan, resulting in re-tooling of business for growth, improved customer focus, and 15% reduction in headcount.

-Consultant (1996 – 2000)

Key Accomplishments

- Achieved pilot implementation of prototype system supporting field force automation, resulting in client productivity gains of 40%.

Early Experience: AT&T Corp. Marketing & Financial Management

EDUCATION

MBA, Marketing/International Business (1993)

New York University, New York, NY

BS, Business Finance (1988)

San Jose State University, San Jose, CA