

## Ron Zimardi

Los Gatos CA 95032 cell 408.761.5143 [ron@zimardi.com](mailto:ron@zimardi.com) [www.zimardi.com](http://www.zimardi.com)

### Summary

- 20+ years of progressively responsible positions in high-tech marcom
- Expertise in trade shows, advertising, branding, webinars, collateral, lead generation and public relations
- Developed communications plans and supervised campaign teams in hardware, software, enterprise and network marketing with multimillion dollar budgets
- Agency experience at Grey Advertising and Young and Rubicam in New York

### Professional Experience

**2005- Present**      **NETGEAR**      **Santa Clara, CA**

Trade Show Consultant      [www.netgear.com](http://www.netgear.com)

Produced CES 2007 (4000 leads), 2006 (3000 leads) and Interop 2006 (1000 leads) trade shows with major stage productions

- Managed booth, hotels, badges, giveaways, leads and logistics. Each show award-winning.

### Professional Experience

**2004- 2006**      **Orative**      **San Jose, CA**

Marcom Consultant      [www.orative.com](http://www.orative.com) Sold to Cisco.

Manage branding, website, trade shows and collateral for enterprise mobile application supporting BREW and Symbian architectures.

- Successfully completed new corporate identity, website, marketing CD and multimedia.
- Produced trade show display and first trade show presence.
- Created press kit and corporate messaging with first color brochure using new cell screens.

**2001- 2006**      **Teja Technologies**      **San Jose, CA**

Sr. Marcom Manager and Consultant      [www.teja.com](http://www.teja.com)

Manage branding, advertising, partner programs, website, trade shows, collateral, e-marketing and public relations for network processor software design company supporting Intel IXA architecture and Broadcom

- Awarded prestigious 'Best of Software' award at NPC West 2002 and 2003, the industry's largest trade show.
- Produced Intel Communications Alliance Partner Roadshow in Asia/USA summer 2004.
- Received 'rave reviews' for hands-on demo room at NPC from Intel Technical Marketing.
- Launched successful brand recognition strategy at N+I Spring 2001 with theatre show multimedia.
- Successfully completed new corporate identity, website, marketing CD and e-newsletter.
- Produced 5 webcasts with over 400 final viewers each.

**2001**      **AccessLan Communications**      **San Jose, CA**

Sr. Marcom Manager      (Acquired by Advance Fibre Communications)

Responsible for advertising, Web development and trade shows for DSL access solutions for CO and MTU markets

- Created and managed intranet website for sales and marketing.
- Produced comprehensive plan and deliverables for telecom partner and channel program.

**1998 - 2000**      **Hewlett-Packard**      **Cupertino, CA**

Sr. Marcom Manager      [www.hp.com](http://www.hp.com)

Responsible for advertising, Web development, collateral, media relations and trade shows for HP embedded, messaging and Internet usage software

- Developed advertising, collateral and international marcom strategy interfacing with senior executives.
- Created and managed websites for interactive marketing; produced multimedia product demos for trade shows with Cisco and EDS.

