

MAXINE GRAHAM

4470 Bush Circle, Fremont, CA 94538

Phone: 510 623 2050

Mobile: 510 872 4086

Email: mgraham@grahamgroup.com

QUALIFICATIONS

Twenty years technology marketing experience with emphasis on strategic marketing management in enterprise, small business and consumer segments.

New Product Strategy and Planning
Launch Planning and Execution
Marketing Program Development
Communications Management
Partner & Channel Strategies/Programs

Target Market Analysis/Segmentation
Positioning/Branding Strategies
Competitive Market analysis
Customer, Partner & Channel Research
Web-Based Surveys/Qualitative Research

PROFESSIONAL EXPERIENCE

1985-2002 Founder and CEO, Graham Marketing Group, Inc.

Founded strategic marketing consulting firm, growing to 8 employees and revenues of \$1M. Consulting practice focus is product marketing; product introduction management; customer, channel and partner marketing programs; marketing communications and market research. Proven management and leadership skills in the areas of business operations, complex project management, staff and project team management. Clients include: Apple Computer, Brio Software, Cisco Systems, Computer History Museum, Palm/PalmSource, 3Com, SGI, Claris, Caere, Aldus, Netscape, Phone.com, Manage.com, Packeteer, Vadem, Encanto, Brainstrom Networks/RCN, Kiva Software and FileMaker.

1999-2001 Sr. Vice President, FUEL, Inc.

Established and managed strategic marketing practice within technology-focused advertising and communications agency. Developed product, channel, and marketing strategies for established and startup companies, including Microsoft WebTV/UltimateTV, Palm, Covigo and Neurotek. Grew strategic marketing business to represent 25% of overall business in less than one year.

1981-1985 Director of Business Marketing, Apple Computer, Inc.

Responsible for product marketing, software solutions, bundling, retail and direct channels, and marketing programs for Apple III and related products targeting small, medium and large business segments. Introduced the Apple III, Apple III Plus, Apple Speller, Three Easy Pieces, The Professional Solution. Successfully managed a smooth and orderly obsolescence of the Apple III product line following the introduction of the Macintosh.

1978-1981 Manager of Office Automation Planning, Intel Corporation

Established and managed the planning function for the implementation of office automation strategies and solutions for internal use throughout Intel's US operations. Responsible for the successful implementation of early office automation technologies, including word processing systems, Ethernet LANs, voice mail, email and personal computers using VisiCalc.

PROFESSIONAL AND ACADEMIC EDUCATION

1973-1985 Regional/State College and Extension Programs

Emphasis in business, data process and marketing.
BA degree in business approximately 70% complete.

1979-1981 Diebold Group Office Automation Program

Office automation planning program involving corporate MIS managers throughout the US in a two-year program providing management training and coaching for pilot OA technology implementations.

1978-1984 Management Training and Professional Development – Intel and Apple