

WAYNE CASWELL

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PRODUCT MARKETING with focus on THE CONNECTED HOME

- Tech-savvy marketing top gun with decades of progressive experience at IBM, Dell and CAZITech
- Especially adept at spotting trends and opportunities and explaining technical concepts and product features in ways that inspire sales teams, terrify competitors, captivate customers, and generate revenue
- Known as the Bishop of BIG Broadband for evangelizing ultrafast Internet access to bridge the digital divide
- Understands the positive effect digital technologies have on society, and the challenges of adopting them
- Vision is "consumers with Easy access to services and service providers with Equal access to consumers"

GENERAL MARKETING SKILLS	GENERAL TECHNICAL SKILLS
Brand Management Message Development Marketing Communications Sales Support & Staff Training Written & Verbal Communications Market Segmentation & Positioning	PC Networking Conceptual Design Systems Engineering Project Management Microsoft Office, FrontPage & Publisher Acrobat, Lotus Notes & SmartSuite

EXPERIENCE HIGHLIGHTS

DELL, Austin, TX

2006-2008

Messaging Manager

- Worked through functional teams to establish worldwide messaging consistency across all media and increase PC sales (up 22% per IDC) and market share (from 14.8% to 15.6% WW, 32% in U.S.)
- Produced Dell's "best ever" Reviewer's Guides, wrote technical papers, and developed product demos to help win Editor's Choice awards and drive sales
- Researched brand attributes and strategies for consumer desktop PCs (Dimension, Inspiron, Studio and XPS), helped extend XPS beyond gaming, and credited with naming the Studio brand and XPS One
- Extended messaging influence to other business units, including home networking & home theater, Bluetooth & Wi-Fi, graphics & audio, displays & Blu-ray Disc, family safe computing, services and green
- Established and maintained a global repository of messaging collateral for easy access by sales teams

CAZITECH, Austin, TX

1999-2006

Principal Consultant

- Provided Digital Home market & competitive analysis, management education & workshops, strategy & tactical advice, and other services to organizations such as 3M, Electric Power Research Institute, International Wireless Packaging Consortium, Parks Associates, Siemens, and Technology Futures
- Influenced telecom public policy by serving on the FCC Consumer Advisory Committee in three working groups: (1) Advanced Technology, (2) Homeland Security, and (3) Rural & Underserved Populations
- Protected the rights of communities to install municipal networks by successfully lobbying the Texas legislature, along with a handful of volunteer consumer advocates, defeating 168 paid lobbyists
- Managed worldwide brand, marketing programs & collateral, media relations & speaking opportunities, trade show events, and internal meetings across 100 member companies of the HomeRF Working Group, differentiating HomeRF from wireless LANs and reaching an all-time high of 95% market share
- Wrote market research reports, white papers, blogs and a column for HomeToys.com magazine
- Spoke often on topics related to "BIG Broadband: Public Infrastructure or Private Monopolies"
- Credited with naming the CONNECTIONS conference, now produced by Consumer Electronics Assn.

IBM CORPORATION, Armonk, NY

Solid IBM career with steady advancement from computer operator, programmer, systems programmer, and systems engineer before shifting from enterprise to consumer solutions and from technology to marketing focus on PCs, software and semiconductors

Market Segment Manager, Microelectronics, Austin, TX **1997-1999**

- Influenced strategic decisions of IBM's \$1.5 Billion semiconductor division to enter (or avoid) several emerging markets by producing Home Networking & Gateway business plans, facilitating a broader plan for Network Appliances, evaluating strategic relationships, and participating in industry standards
- Spearheaded 1st COMDEX & CES Home Networking pavilions, which became annual "Hot Spots"

Senior Planner, Personal Software Products, Austin, TX **1993-1997**

- Developed innovative strategies & plans to sell the OS/2 operating system into homes, to game developers, and to corporate teleworkers, leading to the #1 position on StoreBoard's retail sales charts
- Created a new sales channel by designing a Try-n-Buy CD-ROM, which was adopted by other divisions
- Helped pioneer the emerging Residential Gateway market through thought leadership, keynote presentations, white papers, standards participation, prototype development, and marketing plans

Area Marketing Representative, Global Sales & Distribution, Dallas, TX **1984-1993**

- Directed PC marketing (PS/2, OS/2 & software) with expert advice & support and "Best Practice" marketing programs across a 10-state territory, resulting in Area PC sales ranking #2 in the nation
- Developed a proven approach to selling IBM PCs that cost 2-3 time more than competing systems
- Created an online information repository that blended email, newsletters and centralized storage, saved \$2.5 million a year, improved field communications and customer satisfaction, and increased sales. It prompted two large cash awards and was named an "IBM Best Practice."
- Invented a tool to easily develop and distribute presentations and proposals for local printing in typeset quality, saving IBM over \$1 million annually and earning another large cash award.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **MBA-like IBM Management & Technical Training:** extends well beyond academic education
- **BACHELOR OF SCIENCE:** Management Science, American University, Washington, D.C.
- **3 ASSOCIATE DEGREES:** Science, Business Administration & Data Processing (interesting story)

AFFILIATIONS

- **American Marketing Association** (Austin.MarketingPower.com)
- **Association for Community Networking** (AFCN.org)
- **Austin Wireless Alliance** (AustinWirelessAlliance.org)
- **Continental Automated Buildings Association** (CABA.org)
- **Society of Industry Leaders** (societyofindustryleaders.com)
- **Telecom Think Tank** (TelecomThinkTank.com)
- **World Futurists Society** (WFS.org)

See www.CAZITech.com/bio.htm for a biography and list of public speaking venues and published articles, papers, reports and blog postings.