

Elizabeth R. Jones
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Wireless and Pervasive eBusiness
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Summary of Qualifications

- Seven years as Consultant and Principal for emerging technologies in Government
- Eighteen years of professional experience in HP software product planning, market and brand management
- Strong leadership skills, good oral communication skills and broad technical and industry background

Relevant Experience

February [year] - Present

Senior services sales professional leading sales and portfolio strategy for North American Government wireless data business. Responsible for selling services offerings targeted at the mobile state and local marketplace.

- Three years experience in HP Global Services Sales for Wireless eBusiness. Achieved 100% of quota, including major win at Chicago Police Department – HP's first deployment of a wireless solution at a major U.S. police agency.
- Played a major role in HP gaining 14% of Public Sector Wireless Market share in first year.
- Three years as a Senior Consultant in the Public Safety and Justice National Practice.
- Led strategic planning project for justice agencies of the Government of Jamaica and the Government of Brazil.

Certified I/T Specialist in Government Solutions.

September [year] – February [year]

Held a variety of market and brand management positions.

Responsibilities encompassed managing all activities from product conceptualization through realization and product launch, including product life-cycle management and product line financial performance. Working directly with product developers, sales teams and business partners for identification of customer requirements and product roll out activities. Team management responsibilities include:

- Market segmentation;
- Competitive analysis;
- Product positioning;
- Demand analysis;
- Forecasting and pricing.

Produced Marketing Plans that reflected the product announcement, technical and marketing deliverables, marketing communications and marketing campaigns for worldwide product

rollout. HP products include wireless middleware, advanced networking and Internet software, voice and telephony software.

March [year] – September [year]

Product and strategic planner in HP application development laboratories. Responsibilities included:

- Formulation, negotiation and approval of software business area strategies, requirement and schedules;
- Definition of market opportunity, forecasts, costs and revenue projections;
- Negotiations with product development for product content and schedule;
- Market support planning;
- RFA preparation and announcement process management.

August [year] – March [year]

Systems Engineer involved with the sales and installation of small and medium-sized HP computers.

Education

I hold degrees as a Bachelor of Science, a Masters in Business Administration and a Master's Certificate in Project Management. I am a member of the Project Management Institute.