

Phil Gibson TENACIOUS GAME CHANGING VISION

San Jose, CA · 408-314-4818 · phil@philgibson.biz · www.linkedin.com/in/philgibson

Vice President of Marketing executive with leadership experience in start-ups & global organizations. Known for award winning digital brands and user-friendly software technology. Highly flexible people manager and communications leader (multiple location staff up to 100+). Insightful listener, communicator, and problem solver, guiding highly productive cross functional creative teams to invent great content, user experience, PR, and communications.

Digital alchemist known for fast-paced marketing automation & sales pipeline execution.

Professional Skills

Management Experience
Brand Management
Demand Generation

Competitive Analysis
Motivational Team Building
Marketing Automation

Market Strategy
Presentation Skills
Sales Enablement

Customer Facing - Lead From The Front: Source Of Pride For Sales

- **7 ‘Innovation of the Year’ awards** over 10 years from industry leading trade magazines.
- **Captured 50% user share of market:** passionate loyal users in 5M engineer audience.
- Management skills: **Spearheaded successful integration of two \$5B+ acquisitions** - sales & communication plans, value propositions, product positioning, presentations & sales training.
- **Awarded 8 US patents** for Web experience innovations protecting strategic investments.

Professional Experience

AEssenseGrows

Sunnyvale, CA

2016 - present

Vice President, Marketing

Recruited to build digital marketing brand and communications.

- Start-up execution: Rebranded AEssense to AEssenseGrows. Built 10K registered B2B cultivators in first year. Personally created Website, marketing automation, and CRM in HubSpot.
- Added Guardian™ Grow Manager SaaS platform communications and investor relations.
- Created advertising & executed trade shows, vendor eblasts, monthly newsletters, Wordstream Google PPC/analytics, Twitter & Instagram campaigns, and thought leadership Zoom webinars.
- Drove leads globally from marketing automation to sales engagement & lead pursuit.
- Zero to \$1M revenue in 2017. \$4M revenue in 2018. \$9M revenue in 2019.

Infineon Technologies

Milpitas, CA

2013 - 2015

Vice President, Marketing - Demand Generation, Mass Market Global

Recruited by ex-National executives to rebuild “Go-To-Market” customer acquisition strategy for untapped distribution channel business.

- Delivered 25% growth in catalog distribution sales in first year using new customer acquisition tools, database management, automated content, predictive intelligence, analytics, and lead management.

- Revamped Infineon's Web & global CRM marketing, growing higher margin "long tail" distribution.
- Opened key innovative Web channels: 50K new followers, dynamic Facebook portal, promotional Eloqua campaign management, mobile Web site, marketing automation, and YouTube video content.
- Selected again by C-level executives to spearhead the organization and product strategy of the \$3B acquisition of International Rectifier Corporation's \$1B in sales revenue.

Texas Instruments

Santa Clara, CA

2011 - 2012

General Manager, Digital Marketing - SaaS Integration

Created dominant online SaaS design tool in power products. Selected by TI to lead Tools & Web marketing after acquisition to integrate Web SaaS philosophy in go-to-market operations.

- Added 2M user profiles to TI customer base. Propelled Web marketing strategy into TI: raising TI margins 10% with content development, newsletters, secure portals, and analytical lead reporting.
- Engaged and promoted National's 20K 'new' products by training and inspiring 2200 TI sales reps.
- Team management: Synchronized 100 user experience designers through website product development, marketing operations, applications software testing, & model development.
- Architected product messaging and strategies of the \$6B TI acquisition of National Semiconductor.

National Semiconductor

Santa Clara, CA

2004 - 2011

Vice President, Global Marketing, Corporate Marketing Communications, Technical Sales

Evangelized data-driven selling and transformed company into SaaS technology leader, accountable for channel & mass market sales. Acquired by largest competitor, TI, in 2011 to absorb brand recognition, high margins, patents, and user loyalty.

- Energized collaborative marketing and sales strategy for financial impact: most profitable operational excellence ever at \$1.2B/60% margins (up from 35% margins in 3 years) driven by alignment of sales-driven branding campaigns, user databases, and marketing operations.
- Architected corporate brands on WEBENCH®, PowerWise®, and SolarMagic® through Web sites, launch calendars, public relations, media relations, and steady campaigns. Drove lead conversions from 6-50K per month with integrated up-sell promotions and agile development.
- Generated \$2B in additional margin (46% to 67%) over 10 years with online SaaS designs.
- Recruited 125 partners to collaborate in the digital marketing channel programs community and integrated 42K vendor components with dynamic ecommerce for immediate delivery.
- Enabled 130 technical sales representatives to beat Texas Instruments in the Power business with 1/10th the manpower through productive online/offline WEBENCH SaaS design tools.
- Led marketing and sales collaboration, building "ePitchPaks" used by distribution partners to engage and win 100K customers per year more effectively than any competitor.

Additional Previous Positions:

Vice President, Business Development, CRM & SFDC, Santa Clara, CA

Director Channel Marketing, Americas Distribution, Santa Clara, CA

Director of Product Marketing, Personal Computing, Santa Clara, CA

Sales Account Executive, Major Accounts, Santa Clara, CA

Education

University of Southern California, Los Angeles, **MBA ~ Master of Business Administration - Marketing**

University of California, Davis, CA,

BSEE ~ Bachelor of Science Electrical Engineering