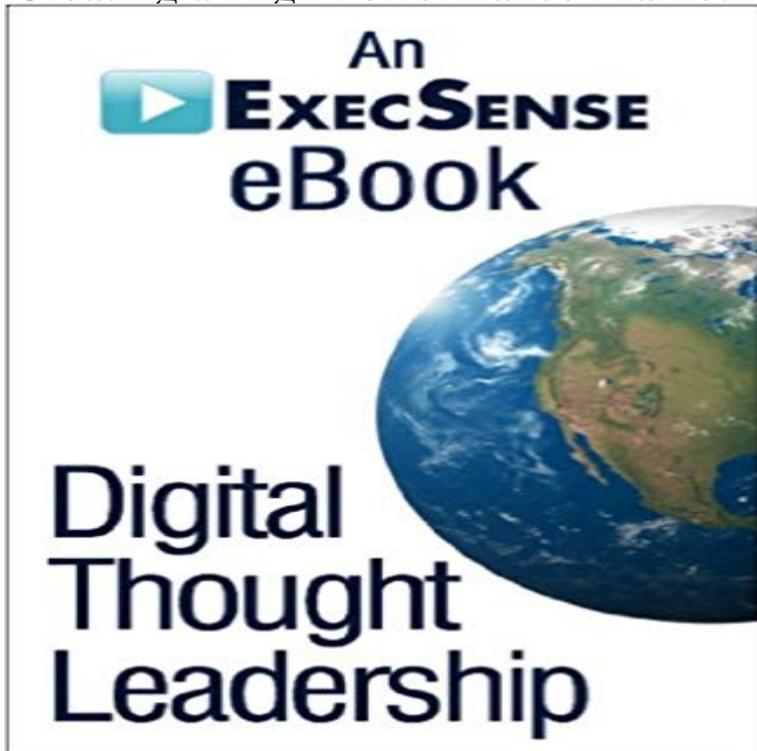


Creating a High Performance Marketing Team



About the eBook In today's fast-paced business world, making the right decisions, quickly, can be tough. And it is getting harder under the haze of social media and the changing technologies and tools. We will cover some tricks for developing and enabling marketing teams to succeed in today's marketing environment by making better decisions faster as well as ensuring they are prepared to recover from the inevitable mistakes. Effective marketing requires skilled individuals but highly effective marketing teams require more than just skilled individuals. Highly effective marketing also leverages some well-placed leaders and individuals with broad business skills along with the right overlay of techniques and tools. Over the years I have developed a model that identifies, combines and amplifies the right ensemble of these elements resulting in the creation of highly effective teams with a strong sense of loyalty to both the team and their leaders. This model has evolved thanks in part to past mentors and some good old-fashioned trial and error. About the Author: Barry Cioe, VP of Marketing and Product Management, BRIDGE Energy Group As the vice president of marketing and product management, Mr. Cioe is responsible for the strategic planning and execution of branding, marketing and software development of BRIDGE Energy Group's Utility industry hosted and consulting services and related product offerings. Prior to BRIDGE Mr. Cioe was president of the consulting practice at Achieve! Consulting Services where he was responsible for the double-digit growth of their Marketing and Product Management offerings, including expansion into tailored, web marketing service offerings. Prior to this Mr. Cioe was the vice president of marketing and product management for Enterasys Networks. While at Enterasys he was responsible for all corporate marketing

functions, a primary public spokesperson at conferences, with analysts, with the press and at internal events. His daily responsibilities included the definition and delivery, and P&L oversight, of wireless and wired switching, routing and security products and solutions. Mr. Cioe was a key individual behind several major strategic initiatives as well as Enterasys successful return to sustained profitable growth. Prior to Enterasys, Mr. Cioe led several product management, development and network and security services teams for Symantec, AXENT Technologies and GTE where he led or assisted in the design, development and deployment of networking and security products, large-scale networks and multi-million dollar software systems with both commercial and government application. In total, Mr. Cioe has over 20 years of experience working in the Internet security, network infrastructure and IT services markets. He has managed the deployment or integration of various technologies, including enterprise switching and routing, Unified Threat Management systems, security gateways, firewalls, Intrusion Prevention Systems, Network Access Control solutions and more. Mr. Cioe earned his BS in Computer Electrical Engineering from the University of Rhode Island and his MBA from Northeastern University.

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