

marcom advantage

Marketing and Communications Services
www.MarcomAdvantage.com

Office: 1-530-888-7910 - Mobile: 1-530-305-3459
Michael_Luciano@MarcomAdvantage.com

Michael Luciano

Summary

- Co-founder and partner of Marcom Advantage, a Marketing and Communications Services consulting firm.
- Over 20 years of diverse and challenging experience in high-technology computer hardware and software industry with increasing levels of responsibility.
- Experience in Product Marketing, Alliance Development, Industry Marketing, Business Development, Relationship Management, Competitive Analysis, Solution Planning and Information Technology.
- Knowledge of Telecommunications, Networking, Financial Services, Management Software and e-Payment Systems.
- Solid planning, organizational and time management skills.
- Ability to successfully manage multiple priorities and assignments.
- Effective presentation, verbal and written communication skills.
- Proven capacity to approach problems effectively and creatively.
- Articulate and creative, offering innovative and practical solutions.
- Experienced team player, bringing enthusiasm and energy to group efforts.
- Effective in building teams, empowering them to deliver desired results.
- Self-starter, results oriented, on-the-spot decision maker.

Experience

Marcom Advantage, LLC - Co-Founder and Partner
Auburn and Santa Clara, California

March 2001 – Present

Hewlett-Packard Company - Marketing Manager
Palo Alto, California

March 1983 – June 2002 (Retired)

- **Product Marketing**

- **Electronic Payment Solutions** - Worldwide product marketing responsibility for Electronic Check Processing Solutions in Large Retail and Small / Medium Merchant Point of Sale Segments.

Responsibilities included strategic planning, product / technology direction, business opportunities and tactical implementation of Electronic Check Processing Solutions. Established program for the development of physical to electronic check conversion solutions.

Negotiated agreements and managed strategic relationships with major financial processors of electronic payments. Representative to the NACHA Electronic Check Council. Primary interface to field, customers and partners.

- **Telecommunications Solutions** - Responsible for strategic planning and tactical implementation of carrier grade telecommunications industry server and storage solutions. Negotiated agreements and managed working relationships with HP Partner Divisions and Third Party Telecommunications Partner Companies. Primary interface to field and customers.

Established and managed program for the development of telecommunications Carrier-Grade / Central Office (Bellcore NEBS Level 3 Certified) Compliant - Servers, Storage and Alarm Management solutions.

Managed resources responsible for the development, manufacturing, quality, support and marketing of telecommunication solutions. Responsible for product line Budget / Profit and Loss.

- **Industry Marketing**

- **Internet Banking Solutions** - Worldwide responsibility for internet financial services solutions for the banking industry. Responsibilities included managing industry marketing for Europe, Asia-Pacific, Japan, and the Americas.

Responsibilities include partner recruiting and relationship management, solutions marketing, marcom, public relations / industry consultant relations and field training. Managed relationships with HP partner divisions. Championed financial institution requirements for enhanced security, secure operating systems / web servers and 128 bit exportable international encryption.

Researched and provided industry, market and competitive data. Developed and presented vision / strategy to customers and partners. Represented HP at financial services industry associations. Responsible for forecasting and meeting performance targets.

- **Alliance Development**

- **Networking Solutions** - Responsible for strategic planning and tactical implementation of partner relationships with telecommunications and networking companies.

Developed business and marketing plans for strategic alliances, managed relationships and negotiated agreements with major telecommunications and networking companies.

Formulated Hewlett-Packard's integrated voice and data technology strategy.

- **Business Development**

- **Server and Networking Solutions** - Established technical and business consulting program in support of field and factory strategic business development. Managed business and technical consulting organization, which conducted opportunity assessments, financial analysis and developed solution architectures for enterprise level server and networking customers.

Developed business process, reporting system and performance metrics for strategic business program. Chairperson for Commitment Management Council.

Developed macro business analysis consulting tools and processes. Provided executive level consulting services to fortune 500 companies.

- **Relationship Management**

- **Internal IT Solutions** - Managed internal channel and customer relationships between Corporate IT and Line of Business IT organizations. Managed internal strategic / global business initiatives and provided a focal point for enterprise-wide services and solutions.

Managed internal account teams and account management activities including; account profiles, customer visits, communications, service and solutions directions, joint planning, customer reviews, interviews and surveys, problem and issue management, escalation management.

Represented Corporate IT on internal IT Marketing Council and IT Infrastructure Forum. Reported to HP Chief Information Officer.

- **Management Software Solutions** - Managed relationships between management software business unit and HP internal partners. Coordinated strategic and global business initiatives with partners and provide a focal point for interaction with internal HP organizations.

Coordinated partner relationship activities, including meetings, communications, product /solution directions, joint planning, problem / issue management and escalation management

Developed processes for commitment management and evaluating and making commitments outside of plan of record process.

- **Solution Planning**

- **Management Software Solutions** - Responsible for value delivery chain planning. Developed strategy and roadmap for breakthroughs in simplified solution selling, delivery, deployment and improve overall solution fit to the value delivery chain for target segments.

Worked with industry segment planning, solution planning and R&D to prioritize solution requirements (branding, pricing, structure, packaging, ease of deployment) to improve selling and delivery of solutions. Conducted value delivery chain gap analysis of business plans for sales / deployment channel bandwidth and effectiveness.

Developed process for evaluating potential value propositions among decision-makers in service provider organizations and within companies who are adding e-commerce or e-business activities. Evaluated which value propositions resonated best with target companies in the United States, Europe, and Asia. Determined particular aspects of a product that can be improved or tailored for a specific market.

- **Competitive Analysis**

- **Servers and Workstations** - Responsible for providing competitive analysis, multi-vendor open systems evaluation lab and competitive business and technology consulting to the server organizations.

Managed analysis and evaluation process, resources, lab facilities and equipment. Responsible for business plans, project plans, evaluation process and budget for competitive analysis.

Evaluated personal computers, workstations / servers, software, hardware, and support offered by competitors. Created multi-vendor open systems evaluation lab. Provided competitive business and technology consulting to server organizations.