

PAUL E. OBSITNIK
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SUMMARY

Marketing & Product Executive possessing strong, team-oriented leadership skills and extensive digital marketing expertise. Effectively architects global strategies and leads teams to successful execution through sales/marketing alignment, differentiated positioning, integrated awareness & demand with clear focus on customer business value. Successful exits, including IPO and acquisition. Accomplished skills in:

- Digital Marketing & Transformation
- Corporate & Brand Positioning
- Product Management & Marketing
- Integrated Go-To-Market Campaigns
- Marketing Strategy & Development
- Channel Development & Partner Relations

EXPERIENCE

SOLIDIGM, San Jose, CA

2021 – Present

Semiconductor manufacturer focused on NAND and SSD flash memory solutions for the cloud & data center, mobile consumer, automotive, industrial and healthcare markets.

Chief Marketing & Communications Officer

Lead 30-person global team within \$9B+ company responsible for marketing strategy, digital marketing/analytics, product marketing, demand gen, account based marketing, brand, corporate comms & sales enablement.

- Successfully launched Solidigm Brand and expanded awareness through earned media, ad campaigns and influencers resulting in 500M+ impressions and an explosive 300%+ growth in customer engagement.
- Created & launched digital capabilities including website, SEO, and marketing automation leading to website performance greater than all but one competitor and 42% increase in domain authority.
- Launched first marketing campaigns with focus on business alignment and data-driven testing delivering 238% QoQ increase in product engagement and 192% QoQ increase in earned media.
- Built Marketing & Communications team from < 5 to 30 while simultaneously developing infrastructure, operational process and internal alignment.

MAXIM INTEGRATED, San Jose, CA

2018 – 2021

Semiconductor manufacturer focused on analog ICs for auto, industrial, consumer, cloud/data center markets.

Chief Marketing Officer

Led 65-person global team within \$20B+ company responsible for marketing strategy, digital marketing/analytics, demand gen, account based marketing, brand, corporate comms & sales enablement.

- Modernized demand gen with strong data focus, omni-channel campaigns, diversified ad strategy and sales alignment resulting in 53% lead growth and 217% opportunity pipeline growth to \$250M+.
- Implemented broad overhaul of Maxim digital capabilities including website redesign, SEO focus, and parametric search overhaul leading to 15% traffic increase and 63% search performance improvement.
- Led marketing campaign transformation delivering 40% increase in customer engagement.

JUNIPER NETWORKS, Sunnyvale, CA

2013 – 2018

Software and hardware security & networking solutions to Enterprise, Cloud & Telecom markets globally.

Vice President, Portfolio Marketing

2016 – 2018

Promoted to lead 55-person global portfolio marketing team within \$9B company responsible for entire product portfolio to all markets. Responsibilities include strategic marketing, vertical/industry marketing, product & solution marketing, awareness, narrative/demand leadership, competitive intelligence, and sales enablement.

- Built SaaS & Cloud marketing organization to lead Juniper in cloud transformation resulting in 74% annual growth of Juniper SaaS/Cloud solutions and increased market awareness.
- Pioneered “narrative-oriented” integrated marketing to deliver higher impact marketing campaigns aligning with market and seller needs resulting in 90% pipeline growth and 72% new account growth.
- Strategic focus on Cloud & Data Center resulting in 67% YoY growth, 2x faster than nearest competitor.

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Vice President, Product Marketing

2013 – 2016

Led and managed 25-person global Enterprise, Cloud Provider & Telecom routing marketing team responsible for strategic marketing, industry marketing, product marketing, thought leadership and sales enablement.

- Built Vertical Marketing team to drive greater customer relevance and tighter field alignment resulting in 16.7% compound annual revenue growth & integration of Juniper vertical strategy.
- Rebuilt competitive intelligence team with strong sales-orientation delivering 150% more competitive materials with significantly improved seller ratings.

BRIDGEWAVE COMMUNICATIONS, Santa Clara, CA

2008 – 2013

Wireless Network communications solution provider focused on enterprise & service providers globally.

Senior Vice President, Service Provider Business

Developed and led global service provider business unit within \$20M business responsible for market strategy, product management & marketing, demand generation, sales/business development & channel management.

- Built OEM distribution channel in demanding environment resulting in partnerships with top 5 global OEMs: Ericsson, NEC, Huawei, NSN, & Alcatel-Lucent.
- Led initiative to develop first carrier-class high-capacity backhaul solution through customer engagement, engineering coordination and service provider trials resulting in >70% market share post launch.

VENTURI WIRELESS, Sunnyvale, CA

2006 – 2008

Software & SaaS provider delivering wireless optimization solutions for enterprise & service providers globally.

Vice President, Marketing & Business Development

Managed organization responsible for overall market strategy, product marketing, corporate communications & awareness, demand generation, sales enablement, business development & channel management.

- Led initiative to revise overall product pricing, more closely aligning price points with customer subscription needs, market data analysis, and market competition, resulting in 30% growth in revenue.
- Led OEM sales engagement activity resulting in initial customer orders and revenue pipeline of > \$20M.

TELECOMMUNICATION SYSTEMS, Annapolis, MD

2003 – 2006

Software & SaaS provider of location & messaging solutions to enterprise & service providers globally.

Vice President, Marketing & Business Development

Developed & managed 25-person organization responsible for overall market strategy, product management & marketing, corporate communications & awareness, demand generation, business development, sales enablement and indirect channel sales.

- Refocused product strategy resulting in 500%+ EBITDA (\$18.1M) and 74% revenue (\$132M) growth.
- Developed & implemented Go-To-Market strategy with OEM channels resulting in 50% revenue growth.

ONI SYSTEMS, San Jose, CA

2000 – 2002

Networking equipment manufacturer.

Vice President, Business Development

Developed & managed 10-person business development organization focused on International Market Development & Strategic Partnerships. Channel success key factor in \$900M Ciena/ONI merger.

- Led international market development expanding international business from 10% to 32% of total revenue.
- Built & managed Field Marketing organization achieving 72% growth (to \$88M).

NORTHPOINT COMMUNICATIONS, San Francisco, CA

1999 – 2000

Nationwide DSL service provider.

Vice President, Sales

Built, managed & developed nationwide 80-person field sales organization growing overall revenue to \$100M+.

- Successful IPO in May '99 resulting in a \$2.9B valuation subsequently acquired by AT&T.

WILLIAMS COMMUNICATIONS, Santa Clara, CA

1996 – 1999

Nationwide Systems Integrator focused on enterprise markets.

District Sales Manager (promoted from Account Executive after 19 months)

3COM CORPORATION, Santa Clara, CA

1993 – 1996

Networking equipment manufacturer focused on enterprise markets.

Senior Product Manager

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U.S. NAVY NUCLEAR SUBMARINE OFFICER, Charleston, SC
Assistant Engineer

1986 – 1991

- Awarded Navy Achievement Medal for "Outstanding Leadership".

EDUCATION

HARVARD GRADUATE SCHOOL OF BUSINESS, Boston, MA

1991 - 1993

Master of Business Administration, concentration in Marketing Strategy & Product Development

NAVAL NUCLEAR POWER SCHOOL, Orlando, FL

1986 - 1988

Master-equivalent, with honors, in Nuclear Engineering

UNITED STATES NAVAL ACADEMY, Annapolis, MD

1982 - 1986

Bachelor of Science, With Honors, in Electrical Engineering

- Awarded Tau Beta Pi, Sigma Pi Sigma, & Phi Kappa Phi honor societies.