

Michael E. Dortch

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Senior IT Marketing Professional

Growth-focused marketing executive with 10+ years' accomplishment enabling companies to maximize revenues, increase ROI, and improve customer perception and satisfaction.

— Areas of Expertise —

Marketing Strategies, Research, and Analysis | Product Marketing Collateral | Cross-functional Collaboration
Strategic Content Planning, Development, and Creation | Core Content Execution | Sales Support
Customer Relationships and Influence | Public Speaking and Evangelism | Competitive Positioning
Social Media and Online Community Development and Outreach

— Career Accomplishments —

Increased web site traffic 100% through creation and maintenance of energized site content and blog posts.
Authored marketing collateral that contributed to 10% increase in security solutions sales.
Enabled profitable acquisition through an enhanced marketing strategy and fresh collateral.

Professional Experience

Ivanti South Jordan, Utah
A global IT company offering security, service, asset, and systems management, supply chain software and professional services.

Senior Content Development Manager

2016 – 2018

Drove convergence and harmonization of marketing efforts during a crucial period encompassing the acquisition of other companies, including the evolution, consolidation, and final definition of consistent messaging. Efforts resulted in a 100% increase in blog readership, which created more leads and prospects than any of the companies achieved previously.

Key Accomplishments:

- Served as thought leader and principal writer, authoring white papers, web page content, blogs, social media posts, promotional emails, and event collateral.
- Collaborated with product, event, and field marketing and campaign managers to create engaging, effective, and consistent messaging, content, and video scripts.
- Devised and promoted adoption of corporate editorial standards and guidelines.

LANDESK

South Jordan, Utah

Pioneer in the IT asset, security, and service management industry.

Senior Product Marketing Manager

2015 – 2016

Authored and published all IT security messaging, sales collateral, and competitive positioning guidelines for all five of the company's LANDESK and Shavlik security offerings. Planned, designed, developed, and delivered product presentations in webinars, company reports, user conferences, and industry conferences. Launched new and updated existing products.

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Key Accomplishments:

- Increased security solutions sales by 5-10% quarter over quarter by authoring effective and compelling marketing collateral and content, including webinars that often drew in hundreds of live attendees and on-demand views.
- Collaborated with marketing and corporate leadership to integrate messaging and market positioning of two security product lines, resulting in consistent sales approaches and customer interactions.

Intréis

San Diego, California

IT consultancy specialized in governance, risk, and compliance (GRC) and service management.

Director of Marketing

2014 – 2015

Worked directly with the company CEO, COO and Marketing Coordinator to successfully improve the company's public persona and value proposition as a go-to enterprise service and process excellence provider. Formalized the critical partnership with ServiceNow and expanded relationships with key customers and influential industry experts.

Key Accomplishments:

- Developed visionary collateral and market positioning papers covering cloud governance, risk, and compliance practices that resulted in the successful transition from business partner to integral entity within ServiceNow, culminating in the sale of Intréis to ServiceNow.

ServiceNow

Santa Clara, California

Enterprise cloud computing software pioneer.

Senior Product Marketing Manager

2012 – 2014

Held responsibility for all facets of instructional design, content development, and publishing of data sheets, web copy, workshop curricula, and sales courseware. Expanded internal and external communication through creation and delivery of webinars, social media interactions, and the company's first live Twitter chats. Launched new and updated existing products.

Key Accomplishments:

- Contributed critical marketing and product content which was published and released in print, digital, and live formats and resulted in increased adoption, analyst coverage, and revenue.
- Built and maintained productive relationships with company partners, customers, and corporate sponsors, supporting business growth and market positioning.

DortchOnIT.com

Santa Rosa, California

Information technology services.

Founder, Principal Analyst, and Managing Editor

2009 – 2012

Developed company vision, value proposition, and all marketing and promotional media. Consulted with clients on strategic marketing, outreach, and influencer and media relations. Provided expert solution recommendations for cloud computing, customer relationship management (CRM), enterprise resource planning (ERP), social media, and virtualization.

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Key Projects:

- Grew client online community to more than 850K members, exceeding industry standards for registrations, retention, and revenues by 25%.
- Created ground-breaking coverage of emerging online experience optimization (OEO) and business knowledge optimization (BKO) technologies.
- Researched and published findings on cloud computing security, people management, and the evolving role of the chief marketing officer (CMO).
- Analyzed network information security / privacy and digital media infrastructure markets.
- Reviewed and edited online content, improving visitor interactions and conversions.

Aberdeen Group

Boston, Massachusetts

Information technology market research firm.

Senior Analyst – Enabling Technologies and Information Management

2007 – 2009

Conducted survey-based research and analysis on key enabling business technologies. Improved existing and built productive new vendor and media relationships. Represented the company at conferences.

Key Accomplishments:

- Increased revenues by 20% through vendor sponsorship of RFID research.

~ Other Experience ~

Director of IT Infrastructure Management Strategies and Executive Editor, Robert Frances Group (RFG), Wilton, CT

Public Relations / Marketing Consultant, High Tech Connect (now Connext), Pleasanton, CA

Chief Product Evangelist, UnixWare Technology Group, Florham Park, NJ

Senior Writer, United Business Media, San Jose, CA

Education and Credentials

Coursework

Business, Management, Technology, Writing, Performance
Massachusetts Institute of Technology, Cambridge, Massachusetts

Certifications

Expert Content Author/Creator, Content University, SnappConner PR, South Jordan, Utah

Certified Social Marketing Professional, Hootsuite Academy, Online

Volunteerism

Social Media Maven, BrightHaven Animal Sanctuary, Sebastopol, California

IT/Social Media/Business Consultant, Catholic Charities, Santa Rosa, California

Evangelist/Subject Matter Expert, KRCB North Bay Public Media Community Advisory Council, Rohnert Park, California