

Corporate Profiles

Gayle Moss

PRESIDENT
SENIOR CONSULTANT

Gayle Moss is a results-oriented consultant with **over 20 years of experience** in the high technology and government sectors. An honors graduate of Computer Science combined with strong business acumen, Gayle is skilled at assessing the business needs of her customers and creating and executing strategic marketing plans that meet or exceed customers' expectations. She has been recognized for her strong leadership and mentoring skills and her ability to act as a catalyst for innovation and change in an organization.

Principal strengths include personal integrity, an excellent sense of humor and the ability to motivate and influence others.

PROVEN SKILLS IN

Project Management:

Effectively controls scope and manages schedules, budgets, risk, quality and performance of large integrated teams on multi-million dollar programs. Responsible for all aspects of project management and product development, including: planning, staffing, training, development, client liaison, performance management and delivery.

Product Management:

Identifies market opportunities, analyzes the needs of targeted audiences and champions the development, delivery and marketing of products and services that deliver measurable value. Significant experience in the entire cradle to grave product management process, including product concept and definition, through a wealth of marketing programs, product positioning, competitive analysis, channel training, pricing and packaging.

Product Marketing:

Spearheads strategic marketing and business plans to aggressively drive revenues and increase market share for her clients. Responsible for many successful product launches in startups and large organizations in both B2B and B2C markets.

Training and Mentoring:

Develops and delivers training programs for all levels of individuals in an organization – from executives to coop students. Programs include: project management, performance management, quality improvement, product training and sales training.

Marketing:

Establishes the marketing infrastructure for startup corporations, including brand creation, Web site development, corporate and product communications, collateral, channel programs, advertising and media/analyst/investor relations. Evaluates marketing performance in well established organizations, makes recommendations for improvement and helps them implement changes to increase market share, drive revenue growth and profitability.

Channel Development and Alliance Management:

Develops go-to-market strategies which include channel creation and development. Negotiates and manages marketing programs for strategic partners, such as outreach programs, product and sales training, co-marketing programs and support.

Public Speaking/Presentations:

An excellent public speaker, often invited to present at conferences, corporate town-hall and board meetings, customer presentations and media/analyst/investor briefings.

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(cont'd)

PROFESSIONAL EXPERIENCE

- 2005-2006 **World Urban Forum 3, Habitat JAM** - Director of International Marketing/Event Lead
- 2004-2005 **FusionWare Corporation** - Director Product Management and Marketing
- 2003-2004 **Blast Radius** - Director Product Management
- 2003 **Telecom Ottawa** - Marketing and Sales Consultant for:
- 2000-2002 **BitFlash Corporation** - VP Marketing and Product Management
- 1995- 2000 **Mitel Corporation** - Head/VP of Marketing, IP Applications
Director Product Marketing & Management
Software Development Manager
- 1993-1995 **SHL SystemHouse (EDS)** - Program Director, Proposal Director
- 1989-1993 **DY4 Systems** - Engineering Manager
- 1984-1989 **Prior Data Sciences** - Software Developer

EDUCATIONAL EXPERIENCE

- 1985 **Carleton University**
Bachelor of Computer Science, High Honours