

# Christopher Van Veen

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## SUMMARY

**Marketing Communications Manager** with **MBA** has exceptional writing capabilities and the ability to balance strategic thinking with proactive tactical project management. My superior technical skills allow small- and medium-sized high-tech companies to derive excellent ROI value for their entire MarCom program. Strengths include managing events, writing and designing collateral, branding, PR and analyst relations, Internet and social media initiatives, and vendor relations.

## ACCOMPLISHMENTS

- Branded and re-branded IntelCore, Verrillon
- Developed integrated MarCom plan for Teradyne
- Wrote features for industry trade magazines
- Helped Teradyne grow annual sales from \$34m to \$1b
- Led and managed teams of MarCom professionals
- Designed and maintained three corporate web sites

## PROFESSIONAL EXPERIENCE

### **Paratek Microwave, Inc.**

**Nashua, NH**

**Aug. 2006 to present**

*Developed and managed all MarCom activities and corporate branding/communications*

### **Independent MarCom Contractor**

*(January 2009 to present)*

- Organized and directed Paratek's appearance at 2009 IEEE Microwave Symposium
- Developed new technical/marketing documentation for three flagship product families

### **Marketing Communications Manager**

*(August 2006 to January 2009)*

- Managed development of all-new product and corporate collateral, including company newsletter
- Developed and evolved Paratek's external web site and employee Intranet
- Evaluated, selected, and managed external vendors
- Increased market visibility through PR and analyst relations, including articles and reports
- Implemented all-new trade show/conference program at key industry events
- Developed and distributed engineering sample kits to quicken sales cycles
- Developed all-new graphics and templates for use in marketing and sales presentations
- Wrote and distributed four key white papers to boost Paratek's *thought leadership* advantage

### **PC Connection Systems, Inc.**

**Merrimack, NH**

**Nov. 2002 to July 2006**

*Served as Account Manager for SMB market; appointed Team Lead and promoted to Sr. Account Manager*

### **Account Manager / Senior Account Manager**

- Reached Achievers Club in 2003, 2004, and 2005 (over 100% of goal)
- Exceeded goals for sales, gross margin, gross profit, and performance metrics (2002-2006)
- Named **Team Lead** for six Account Managers; promoted to **Senior Account Manager** in 2006

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## **Verrillon, Inc.**

**North Grafton, MA**

**Aug. 2001 to Sept. 2002**

*Led the development of all-new marketing and branding initiatives, plus go-to-market deliverables*

### **Marketing Communications Manager**

- Led branding & re-branding campaigns (IntelCore *became* Verrillon *during my tenure*)
- Designed and wrote all technical and marketing collateral
- Managed the development of new Verrillon web site, including vendor selection and content creation
- Grew Company visibility and awareness through comprehensive PR and analyst relations
- Designed and managed the production of new trade show display and event schedule
- Won prestigious customer endorsements to use in marketing campaigns

## **Sycamore Networks, Inc.**

**Chelmsford, MA**

**Aug. 2000 to Feb. 2001**

*Managed personnel and workflow within the marketing communications Group*

### **Senior Marketing Communications Manager**

- Managed seven direct reports: Three writers; two designers; two project managers
- Responsible for meeting product-launch windows for all marketing deliverables
- Designed new whitepaper roadmap leading to the production of seven important position papers

## **Teradyne, Inc.**

**Nashua, NH**

**Dec. 1980 to July 2000**

*Managed the entire MarCom program at the Division level and also contributed at corporate level*

### **Marketing Communications Specialist / Manager**

- Developed comprehensive, integrated communications program comprising PR, collateral, events
- Directed campaigns to increase awareness and visibility, resulting in sales growth from \$34m to \$1b annually
- Developed Teradyne's first web portal and managed consistent upgrades
- Wrote by-lined articles for key trade publications and managed successful press tours
- Helped Division gain market traction in highly competitive commercial industry
- Contributed to the production of Teradyne, Inc. Annual Report
- Senior member of Teradyne's Corporate-wide *Marketing Communications Forum*
- Led and sponsored numerous metrics-driven **Quality Improvement Teams** (QITs)

## **EDUCATION & PROFICIENCIES**

MBA – Southern New Hampshire University

3.87 GPA

B.S. (Marketing Management) – Bentley College

**Proficiencies:** Adobe Creative Suite; Dreamweaver; Microsoft Office; LinkedIn; Facebook; Twitter