

LAURENT CHACON

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OBJECTIVE

Marketing Product Line Manager for wireless data communications company

QUALIFICATIONS

- Managerial and technical education: BSEE, MBA
- Strong skills in marketing strategies development and implementation
- Remote conferencing technology, Windows NetMeeting, videoconferencing
- Knowledgeable and professional interaction with customers, sales force, engineers, and manufacturing personnel
- Team leader for product line introduction
- Proven project management skills, PERT and Gantt charts, Microsoft Project
- Proficient with LANs (wired and wireless), WAN hardware and protocols, T1 Carrier networks, analog and digital telecommunications transmissions, UNIX, C++, Visual Basic, Linux, real-time embedded software
- Skilled presenter and proficient in PowerPoint development and delivery
- Experienced in RFP and RFQ processes
- Skilled in use of Word, Excel, Access, wireless technology, Novell certification

PROFESSIONAL EXPERIENCE

NETLINK INC, Dallas, TX

1995-Present

- **Marketing Manager, Southwest Division**

2001-Present

Manage marketing operations in Texas, Nevada, Arizona, and New Mexico. Supervise a sales and service force that has an average annual growth rate of 50 percent and participate in executive-level strategic planning meetings. Direct the development and implementation of marketing plan for a banking application of LAN/WAN products; results so far include sales to 50 percent of the Southwest Division customer base. Led team whose 2002 sales strategies have doubled NETLINK's market share in the finance industry and expanded the customer base in hospitals by 80 percent.

- **Sales and Service Manager, Southwest District**

1998-2001

Supervised account executives and increased district sales 150 percent in two years. Directed on-time, underbudget openings of offices in Houston and Dallas. Improved customer satisfaction 100 percent through systems-support teams that provide four-hour turnaround on service calls. Analyzed competitive forces in the Southwest and reported findings at quarterly planning meetings with upper management.

Scannable Resume

- **Engineering Product Development Coordinator** **1995-1998**

Member of company start-up team developing ultra fast, self-contained, secure, low-power wireless transmission technologies. Coordinated hardware and firmware integration. Supervised component testing, provided engineering support for component production, and assisted in real-time embedded software development. Acted as marketing interface during technical presentations to customers.

University of South Texas, Houston, TX
Small Business Development Center

1993-1995

- **Intern: Technical Industries**

Guided by the Center Director, assisted small businesses specializing in technical products to establish vendor sources, design and implement testing procedures, solve production problems, and train workers in manufacturing techniques.

EDUCATION

- University of South Texas, Houston, TX **MBA, 1995**
- Mid-State College, Austin, TX, cum laude **BSEE, 1993**

ASSOCIATIONS

- National Association of Consulting Engineers, 1998-Present
- Information Technology Management Association, 2003-Present; President, 2002
- American Society for Quality Control, 2000-Present
- Member, Board of Directors, Texas Red Cross, 1996-Present