

Pete Hayes

Specialties

- Technology and professional services sectors
- Global marketing, promotion, brand development and consulting
- Key marketing strategies and implementation for healthy startup growth

Where Pete Can Help Your Business

- Helping you make use of a full range of global marketing channels to achieve international success
- Turning your startup company or new marketing unit into a proven revenue generator
- Developing and marketing your company brand
- Establishing your company's position with customers, channel partners and employees

Success Stories

- Channeled a \$10 million budget to drive \$5 billion in sales for AMD
- Founded SicolaMartin's interactive marketing unit, growing it into a multimillion-dollar firm boasting clients such as Dell, Motorola, 3M and IBM
- Responsible for the successful adoption of OS/2 Warp for IBM's Personal Software Products division
- Guided the growth of Businessland from \$200 million to \$1.3 billion



Executive Marketing Positions

Vice President, Global Integrated Marketing, Advanced Micro Devices (AMD)

Vice President, Strategic Services, SicolaMartin/Young & Rubicam

General Manager, SicolaMartin Interactive

Director, Global Marketing & Communications, Personal Software Products, IBM

Vice President, Worldwide Marketing, E-Mu Systems

Education

University of California, Berkeley, School of Engineering, B.Sc. Industrial Engineering and Operations Research. Graduate studies in Operations Research and minor in Electrical Engineering & Computer Sciences

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Pete Hayes Biography

Technology and global channels marketing fanatic, Pete Hayes possesses an impressive track record of proven success in global marketing, promotion, brand development and consulting with leading multinational technology businesses. He has held executive marketing positions with Fortune 100 companies, managing \$50M budgets as well as key executive management roles in start-ups that have grown to over \$1B.

In 2006 he joined semiconductor and processor innovator, AMD, where he redefined their complex ingredient-branding model. As Global Vice President of Integrated Marketing, Hayes was responsible for channeling a \$10M budget to drive \$5B in sales, providing marketing support for product teams, global regions and corporate marketing. As Vice President, Strategic Services for SicolaMartin (a division of Young & Rubicam), Hayes delivered marketing consulting services to Fortune 500 companies and technology start-ups, contributing to agency margins 50% higher than industry norm. He founded and grew SicolaMartin's interactive marketing unit into a multi-million dollar firm with clients including Dell, Motorola, 3M and IBM. Working directly with the CMO of Novell, Hayes and team developed the OneNet strategy and execution plan that successfully re-established Novell's future position with customers, channel partners and employees worldwide. Additional technology brand development and marketing experience includes Citrix, BMC Software, WRQ, iChat, PC Order, Artisoft, Blu-ray Disc Association, Sybase, Navision, and Freescale Semiconductor.

As director of IBM's Personal Software Products division marketing & communications, Hayes drove the successful adoption of OS/2 Warp. As Vice President of Worldwide Marketing for E-Mu Systems, Hayes drove a re-positioning and product line extension strategy resulting in acquisition by Creative Technologies in 1993. Hayes began his career as a systems engineer with IBM in the Data Processing Division. A specialist in retail banking systems and enterprise networking, Hayes eventually joined the sales team, exceeding quota each year. Enamored with the promise of the IBM personal computer in 1982, Hayes joined start-up Businessland as general manager, Oakland, before he became the corporate marketing executive supporting the growth of the company from \$200M to \$1.3B.

Passionate sailor, award-winning singer/songwriter, Hayes is a voting member of the National Academy of Recording Arts and Sciences (The Grammys), past board president and advisory board member of Wonders & Worries, chairman of the organization's National Expansion Committee, and board member of Empact Africa.



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