

Stephanie Hernandez

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SENIOR-LEVEL INTERNATIONAL STRATEGIC MARKETING PRODUCT MARKETING/MANAGEMENT

QUALIFICATIONS SUMMARY

- ▶ Strategic marketing professional with 15+ years of significant and progressive global experience in high-tech, international trade, and financial industries.
- ▶ Competent performer who can bring solid understanding of high-tech industry, deliver strategic business-development initiatives, e-commerce expertise, and operations management experience to your organization for full realization of business growth potential and optimized, bottom-line results.
- ▶ Exceptional communicator cited for developing and nurturing key national and international contacts; fluent in English, Japanese, Portuguese, and Spanish; good command of Chinese and Italian.

AREAS OF EXPERTISE

- Product strategy development and product management
- Business development and building partner relationships
- Strategic account development and channel management
- New product launch, training and promotion
- Planning, organizing, budgeting and team building
- International business
- Cable Television and DTH Systems
- High-Speed Data Networks
- Telecommunications Industry
- Pay-TV Public Offering Preparation
- Key Products Launch
- Revenue Generation

PROFESSIONAL EXPERIENCE

Executive Board Director and Chief Operating Officer

TOTAL BROADCAST TELEVISION – Philippines, March 2004 to Present

- Direct operations of largest pay-television system in the Philippines, including managing cable television and Direct-to-Home (DTH) systems, high-speed data networks, and related telecommunications business, with current scope of oversight focused on business division that generates in excess of \$65 billion yearly – currently at 107 percent of target for revenues and 121 percent of Earnings Before Interest, Tax, Depreciation, and Amortization (EBITDA).
- Developed and trained highly motivated 22-member sales team that consistently achieves targeted goals.
- Met goals ahead of schedule and assisted in strategic direction of product and business development.
- Reorganized corporate-data sales division and launched company's first true broadband retail product.
- Promoted to full board director after three months and provided company representation in offshore business interactions with partner groups in Indonesia, Taiwan, Singapore, and Malaysia.
- Brought strong management discipline and Asian-market expertise to role as board director who assumes operational oversight in absence of COO.
- Launched extensive range of key products, including HomeNet, residential broadband project, Hotel in-room wireless services, gaming platforms, and range of value-added revenue-generating projects.
- Serve on coordinating committee of Troppo Group executives to promote group interaction and business-development synergies among partners and executive property portfolio of apartments, office buildings, universities, hospitals, and shopping malls.
- Assist shareholders and management of holding company, Across Pacific Limited, in numerous strategic business-development projects throughout Asian region.

President, Director/Founder

PHILIPPINE MEDIA ADVANCEMENTS – Philippines, March 2003 to Feb. 2004

- Functioned as consultant to orchestrate exit of Z-Web from the Philippines, including liquidation and disposal of assets and liabilities; concluded project in one year, successfully selling three business divisions and restructuring staff of 600 employees.
- Purchased online assets of Z-Web, as part of group, acquiring two portals and built new mobile content company, Southeast Asia Media Technologies, in the Philippines.
- Attained foreign investment status from Ministry of Justice, and propelled company to stature as leading entertainment and lifestyle portals in the Philippines, generating in excess of 1 million page views daily.
- Built leading-edge content-delivery company in seven months to deliver content to users via Internet and mobile phones and created new, exciting applications that generated revenue streams and attracted prime advertising clients.

Director, Strategic Planning

EMERALD NETWORKS, INC. – Springfield, IL, Dec. 2000 to Feb. 2004

- Refined business and revenue models, as well as product strategy for firm that focuses on embedded semiconductor technology and Java-based server application software.
- Identified business threats and opportunities.
- Created quantitative models to analyze what-if scenarios with top executives.
- Performed consumer research and facilitated new-product introduction process.
- Led initial pricing model framework, sales analysis, consumer research, new-product introduction, product-usage forecasts, total addressable market estimates, and total cost-of-ownership models.
- Analyzed partnership opportunities.
- Planned international business development strategy and evaluated regional trends; successfully executed strategy by establishing two representative offices in Japan and embryonic efforts in Taiwan, Singapore, Hong Kong, and Germany.
- Interviewed and coached new hires.
- Recommended innovations that resulted in:
 - Major company reorganization with effective marketing division structure.
 - Increased market traction and improved product positioning by exiting hardware business and repositioning product line to new market segments.
 - Focusing company's resources on middleware product line connecting devices to the Internet without a PC.

R&D Product Manager

TOTAL ELECTRIC WORKS – Auburn, IL, Oct. 1995 to Dec. 2000

- Oversaw strategic planning, product strategy and partnership strategies for four divisions of \$15B company manufacturing more than 200,000 products.
- Conceived, developed, and executed successful home networking product strategy that impacted 20,000 Total Electric Works products, resulting in forecasting incremental revenue of \$200MM by year 2004.
- Frequently interacted with CEOs and top executives from various medical equipment, networking, software, and semiconductor companies.
- Established alliances with industry leaders, such as Microsoft, Intel, and Broadcom.
- Negotiated and drafted term sheets for contracts and agreements.
- Managed corporate investment analysis and performed due diligence.

Chief Executive Advisor

TRADE INTERNATIONAL – Philippines, Oct. 1992 to Oct. 1995

- Directed operations for Philippine trading company and promoted sales of local products to Association of Southeast Asian Nations (ASEAN) member nations; products included cement, coal, crude oil derivatives, timber, palm oil, and fertilizers.
- Entered into successful barter deals that included extensive activity with government bodies in Malaysia, Brunei, and Thailand, exchanging for rice, sugar, and wheat for the Philippines.
- Facilitated global marketing strategies for products of the Philippines and developed cross-border barter transactions.
- Functioned as ASEAN representative for US Asia Corporation and negotiated trade finance for government projects and regional financial credit transactions.
- Developed Export/Import division and facilitated business development for government entities and trade organizations.

Senior Advisor

BURRAH ASSET MANAGEMENT (SUBSIDIARY OF BANK BURRAH) – Philippines, Oct. 1990 to Oct. 1992

- Designed and established sales and marketing division for Burrah Asset Management.
- Directed advertising and public relations initiatives, and recruited, trained and mentored in-house sales teams.
- Managed nationwide operations for all mutual fund sales and marketing distribution channels, including 54 banking branches of Bank Burrah.
- Handled high-net-worth corporate clients; total funds under management increased from \$100 billion to \$450 billion.

EDUCATION

Master of Business Administration, Illinois State University, Normal, IL; Concentrations: Marketing and Strategy
Bachelor of Science in Electrical Engineering, University of San Jose, San Jose, California;
Minor: Telecommunications

