

Jennifer M. Indovina

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Objective

To obtain a full time marketing management position with growth opportunity which will utilize my engineering, communication, and leadership skills.

Education

Rochester Institute of Technology, Rochester, NY

Master of Business Administration

5/07 – Finance and Marketing Concentration

Rochester Institute of Technology, Rochester, NY

Bachelor of Science in Electrical Engineering

5/06 – Digital Signal Processing and Embedded Design Concentration

Skills

Business and Financial Skills

Product marketing, project management, business plan, market research, competition evaluation, cash flow, finding investment, risk management, intellectual property and technology transfer, generating and managing international projects

Programming

C, C++, C#, C shell, VHDL, PERL, MATLAB, various software test packages and scientific libraries

Marketing Collateral Design

Adobe Creative Tool Suite, Corel, HTML

Engineering

Embedded Systems, Microprocessor Design, Analog and Digital Communications, DSP, Digital Systems, Circuit Analysis

Work

Vivace Semiconductor, Rochester, NY

5/07–Present Director of Marketing

- Responsible for the overall profitability and revenue targets for the VSP digital media processor product lines, including complete product life cycle ownership and associated duties.
- Fully responsible for the commercialization of VSP products including product positioning, tradeshow, sales initiatives, value proposition and pricing to end customers and international distributors.
- Market analysis related to competitive intelligence and trends.

- Definition and communication of market requirements for VSP products and future products. Evaluation and sponsorship of growth initiatives for VSP products in Asia Pacific, Western Europe, and Americas.
- Development of business cases, win/loss analysis, use cases, lifecycle management, pricing models, product requirements definition for complete VSP line.
- Complete development and update of all technical documents associated with VSP product portfolio, including training materials, datasheets, users manuals, sales collateral, demos, press releases, whitepapers
- Assist pre-sale and post-sale efforts
- Assist customer relations team in Beijing, China

Genesee Regional Bank, Rochester, NY

2/07-5/07 Intern to the President of the Bank

- Reported on the activities of commercial account managers to the Bank President and Chairman.
- Handled SBA approved loans for the Greater Rochester area.
- Discussed loan potential, and voted on possible loan applicants weekly with Board of Directors.

Rochester Institute of Technology, Rochester, NY

9/05 - 9/06 Teaching Assistant, Electrical Engineering Department

- Responsible for administering and grading laboratory exercises, project assignments for multiple classes, inventory

Improv Systems Inc., Rochester, NY

6/02 - 11/04 Associate Hardware Engineer

- Responsible for testing HW development tools, GUI processor and platform composers and DSP Generators and design of linear equations to estimate dynamic size, power, and speed, extensive testing of the equations and presentation of the results was required.
- Development and update of all technical documents associated with JazzDSP product portfolio, including training materials, users manuals, sales collateral, demos, press releases, whitepapers

Languages

English, French

Activities and Interests

Travel, Swimming, Painting, Web design

Professional References

Mike Sottak

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Bryan Greear

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