

International Marketing & Communications Executive

Brand, Campaign & Creative Project Development / Marketing Operations Optimisation / Team Leadership and Coaching

I am an accomplished and creative professional with global experience in brand building and marketing management. Adept at overseeing multichannel, integrated campaigns, while managing strict timelines, budgets, priorities, and resources in heavily matrixed environments. Specialist in achieving big-picture goals including brand effectiveness and value growth, revenue increases, and markets share gains.

A top-performing team leader, I am skilled in identifying and capitalising on opportunities to reach new markets and produce optimal ROI, marketing outcomes, and overall business satisfaction. I enjoy a reputation for creativity, integrity, and getting rapid results. I have a flair for simplifying complex technology concepts into elegant marketable messages. Comfortable in high-pressure, high-level CxO engagements. Trilingual – English, French, & Russian; conversant with US cultural norms. Benefits from a huge network of technology company leaders, analysts, and journalist; in the USA, Europe, and Asia.

Areas of proven expertise:

- Marketing & Business Strategy
- Brand Strategy Development
- Marketing Campaign Development
- Potential Lead Generation
- Partner-Marketing Initiatives
- PR & Communication Strategies
- Staff Training and Development
- Trend, Market, and Competitive Analysis
- Keynote Speaker
- Agencies/Vendor Relationship Building

Professional Experience

Senior Vice President Global Marketing and Sports Sales at Ryff (Sept 2021 – April 2023)

Fast-paced startup based in Los Angeles, London, and Cambridge UK. Built a marketing team, created and implemented a full brand build-out, communications, website, sizzle reels, and marketing automation plan. Identified the opportunity to expand our technology into real-time sports advertising and I built out and this new Business Unit with a multi-million-dollar customer pipeline.

Vice President Global Marketing at Cornelis Networks (Jan-April 2021)

Built a marketing team, created and implemented a full rebranding, communications, and marketing automation plan. References available from the CEO.

Advanced Micro Devices, London (July 2016 to Feb 2020)

Global Head of Brand & Creative, AMD (Nov 2018 to Feb 2020)

Managed relationships with worldwide external agencies as well as internal creative and video studios for seamless operations. Created new research-led campaigns, budgeting and execution of re-branding project and campaigns. Led a team to successfully create 6/20 of the most popular videos on AMD's YouTube channel. I directly managed a team of more than 20 people across the globe.

Selected contributions:

- Optimised creative activities through recruitment and management of world class creative agency (ChiatDay/TBWA).
- Increased brand value to \$1B+ and doubled consumer unaided awareness of CPU/GPU options for notebooks.
- Steered brand and creative projects management, including advertising, events, videos, keynotes, and rebranding under strict time and budget constraints to attract and gain maximum targeted audiences.

Director for Brands and Datacentre Marketing (Oct 2017 to Nov 2018)

- Grew the AMD master brand and AMD Epyc processor marketing including creation and activation of the global 'This is Epyc' & 'Xeon isn't Epyc' Epyc processor campaigns.

Global Director of Brand Strategy & Campaigns, Radeon Technologies Group (March 2017 to Oct 2017)

- Launched AMD Radeon Vega products in the gaming, professional graphics, compute, and datacentre markets.

Director of OEM Marketing, Radeon Technologies Group (Jan 2016 to March 2017)

- Led partner marketing efforts for Radeon products with the focus on professional, compute, and gaming segments.
- Planned and launched 'Radeon Creator's' campaign with Apple for the new MacBook Pro launch in my first 90 days.

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TIBCO Software, London

Director of International Marketing (Sept 2015 to May 2016)

After the sale of the Mashery business unit from Intel to TIBCO: Maximised sales revenue and marketing ROI by building market and SFDC marketing automation systems worldwide. Customers included BA, AirFrance KLM, and other MNC's.

Selected contributions:

- Focused on delivering company's products to target customers through marketing of TIBCO Mashery API management solutions across APJ and EMEA region.
- Lead generation, marketing operations management, partner marketing, communication, and brand marketing.

Intel Corporation, Various Locations (Sep 1999 to Sep 2015)

Director of International Marketing, Mashery (London, Oct 2014 to Sep 2015))

Held complete accountability of marketing and communications of Mashery API management products across Europe, the Middle-East, Africa, and Asian region.

Selected contributions:

- Delivered API management and software platforms for the connections that share information and intelligence across people and devices, to create business-changing opportunities.

Director of Worldwide Marketing Communications, Intel Datacenter Software Division (Oregon, April 2013 to Oct 2014)

Lead the global marketing and communications team for an Oregon-based start-up division comprised of six business units and 20 products. Built marketing automation solution using tools such as Marketo, SFDC, and SAP by building closed-loop marketing infrastructure, to track marketing-generated revenue by individual event or campaign.

Selected contributions:

- Defined and implemented Intel's 'Big Data' software marketing strategy.
- Propelled Intel from zero to the number three position in 'Hadoop' software market within one year.
- Formulated a unified brand strategy, defined customer journey, and drove sales through lead-generation and partner marketing, awareness through public relations, and product and outbound marketing.

Marketing Director, Intel Datacenter & Connected Systems Group (Hong Kong, Feb 2011 to April 2013)

Managed the China and the Asia-Pacific datacenter product and technology-leadership marketing team from Intel's regional HQ in Hong Kong. Improved core-competencies of technical solutions architect teams across Asia Pacific region in terms of marketing and effective presentations by delivering effective training sessions.

Selected contributions:

- Managed product launches and awareness campaigns, social media efforts, and tradeshow presence in markets as diverse as Singapore, India, Malaysia, Vietnam, and Australia.
- Grew local OEM customer market segment share through partner-marketing initiatives. My team owned creation and proliferation of white papers and public relations campaigns.
- Delivered 30 keynote speeches in 30 months before audiences as large as 4,000.

Intel Global Communications Manager (Santa Clara, CA, Apr. 2006 – Feb. 2011)

Led worldwide datacentre products, silicon photonics, and graphics public relations teams from Intel HQ in Santa Clara, CA.

Selected Contributions:

- Set global communication strategy, created product messaging, developed worldwide social media strategy, and owned US press relationships with BBC, New York Times, Wall Street Journal, Financial Times, Bloomberg, BusinessWeek, Reuters, AP, etc.
- Oversaw all aspects of primary keynote launch events and press briefings. Spent May 2010 in Indonesia developing the local PR team, training agency members, and developing new PR campaigns.
- Managed special projects including crisis PR, Intel's \$884M purchase of Wind River and personal branding and PR profiles for several of Intel's top Executive VP leaders.

Additional Experience

Intel UK Tech & Trade Public Relations Manager, Intel UK Gaming Marketing Manager, Intel Product Support Engineer, Intel Global Communications Manager @ Intel Corporation - Co-Founder/Director @ LAN Nation - Customer Support Engineer @ Intel Corporation - Server Administrator @ Institute of Marine Engineers - Network Administrator @ Eurotunnel, various others

Education and Credentials

MCP+I & full MCSE • London, UK

Computer Science with Business • Kingston University – London, UK

Marketing Strategy • London School of Economics, Executive Summer School – London, UK

Russian Language and Literature • Queen Mary's College, University of London, UK

Other Relevant Interests

British Army: University of London Officers' Training Corps (1997-1998).

Sports: Skiing, swimming, scuba diving (Rescue, Wreck, & Trimix certified), marksmanship, and hiking.

Interests: Russian 19th century literature, performance hardware enthusiast and hard-core gamer, French wine.

Photography: I was responsible for die, wafer and product photography at Intel and Radeon, which have since been published globally, receiving coverage in hundreds of stories including in the Wall Street Journal and Time Magazine, and used in dozens of keynote presentations by companies such as Intel, Microsoft, and Apple.

Fun Fact: Each of my three children was born on a different continent (San Jose CA, Hong Kong, London).

References available upon request. For further details visit: [linkedin.com/in/nickknupffer/](https://www.linkedin.com/in/nickknupffer/)