

# CAROL GOEDKEN

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## KEY STRENGTHS

*Over 25 years of experience writing and executing marketing plans in the education, consumer, and business markets.  
A specialist in launching new products, especially high tech products.*

*An entrepreneurial spirit with experience building and growing several start-up companies.  
Also experienced growing existing product lines at large, established firms.*

*An expert Product Manager, skilled at multi-tasking and turning chaos into organization.*

*An excellent mentor and manager of people.*

*A polished presenter and communicator, with experience writing and presenting dozens of marketing plans.*

*\* Fast-paced \* Highly-organized \* Results-driven \* Action-oriented \**

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## EMPLOYMENT HISTORY

**MARKETING CONSULTANT:** Action Marketing, Madison, WI (April 1998 – present)

*Opened a marketing consulting business by choice to gain more flexibility in my work environment and to explore new business opportunities.*

- Key projects have included serving as a company's Marketing Director to launch a new product, both nationally and in the local Madison market. Typical projects have included finalizing the product for shipment, developing new positioning and copy for collateral and website, and executing launch promotion plans such as trade show booths, email campaigns, advertising, and public relations.
- Created and executed the sales and marketing plan for a start-up educational software company. Executed a project completion plan to release the product which included finalizing the product's feature set, setting the pricing strategy, and managing release milestones. Managed the launch of the product at a major trade show and executed a tactical plan including public relations, email campaigns, trade shows, and telemarketing over a 12-month period.
- Transitioned a subscription website from a free service to a paid subscription service through new positioning and revisions to the website. Executed a launch promotion plan on a limited budget that included email campaigns, an innovative collateral piece, new trade show tactics, new benefits-oriented advertising, and special promotional offers.
- Launched an innovative 3D graphics product with a start-up Internet software company. Developed the foundation of all the marketing for the company, working with a group of engineers. Executed the company's first official trade show within the first thirty days of hire, followed by five shows over the next six months. Finalized all of the pieces of the product for shipment, developed all collateral and promotional incentives, launched a public relations campaign, and executed several direct mail campaigns. Won a national ADDY award for innovative CD-ROM packaging working with a design agency.
- Smaller projects have included writing marketing plans, doing research on competitive products, and conducting phone surveys to prospects and customers to evaluate market viability and to gather testimonials.

DIRECTOR OF MARKETING: The Douglas Stewart Company, Madison, WI (July 2006 – December 2010)

*Manager of the Marketing team for the leading distributor of technology products, consumer electronics and school & dorm supplies to resellers in the education market, serving both K-12 and higher education.*

- Managed a staff of ten, primarily Marketing Communications Specialists and Graphic Designers who worked on a wide variety of marketing projects including direct mail, email, web, catalogs, brochures, sell sheets, point of purchase displays and events.
- Fast-paced project driven environment modeled after an advertising agency model - by charging our manufacturer and publisher partners for marketing campaigns, the department operated as a profit center generating over \$1 million of profit each year.
- Developed a marketing planning and production process to increase efficiency, streamline communications and enhance creativity.
- Updated the corporate branding with a new identity and tagline, along with updated positioning copy and extensive website update.
- Coordinated an annual 2-day conference in Madison, with over 100 exhibitors and a full conference including speakers, trainings and entertainment.

DIRECTOR OF SALES AND MARKETING: Scholastic, New York, NY (March 2000 - October 2002)

*Key member of the management team in the Education division of the premier children's book publishing and media company. Responsible for sales and marketing of K-12 software in the Reading Motivation and Assessment markets.*

- Originally hired as a consultant to manage the Scholastic Reading Inventory (SRI) product line. In July 2000, hired as an employee to take over sales and marketing of the entire group, which also included Scholastic Reading Counts! and the launch of a new Web-based reading assessment product, iReAch.
- Managed a staff of seven Marketing Managers and Product Managers in New York and Indiana, and an Inside Sales operation in Illinois, while working out of Madison, Wisconsin.
- Launched two new versions of Reading Counts! and SRI, in addition to launching iReAch, and managed the day-to-day marketing operations, including advertising, trade shows, marketing communications, market research, and product management.
- Revised the product line positioning utilizing focus group research. Streamlined catalog and collateral production, which resulted in cutting production costs in half.
- Participated in the company's Marketing Community and gained exposure to a wide variety of businesses.

DIRECTOR OF MARKETING: Demco Media, Madison, WI (May 1996 - April 1998)

*Key member of the management team for publisher of educational software, Turtleback prebound paperback books, and periodicals to school libraries. Responsible for marketing, product development, and operations of the company's first educational software product, Media Trek, a multimedia reading program.*

- Hired to complete a product that had been in development for three years. Launched Media Trek within six months of hire, which required coordinating the final engineering, creating the packaging, developing Teacher's Guides, and writing the marketing and launch plans.
- Trained nationwide force of outside contract sales representatives, hired internal sales staff of three to launch the product, and worked with outside telemarketing firm to develop follow up program.
- Worked with a creative agency to develop ad, direct mail, and training binder for the sales reps.
- Introduced a new trade show strategy that generated a record number of qualified leads.
- Created strategy and managed development of an extensive new software and books catalog, announcing a key new partnership with Advantage Learning Systems (maker of Accelerated Reader).
- Developed marketing strategies and tactics for future repositioning of the company's products.

**TEAM LEADER AND EDUCATIONAL CONSULTANT:** BrightIdeas, Concord, MA (Oct. 1995 - Feb. 1998)

*Started and operated business as a representative for a start-up distributor of educational software.*

- Expanded operations in the Midwest by being the first consultant in Wisconsin and growing a team of over twenty consultants in Wisconsin, Minnesota, and North Dakota. One of ten consultants chosen from across the country to attend the company's Leadership Summit strategic planning session.
- Assisted parents and schools with selecting the best educational software through home demonstrations and family technology nights.
- Became an expert in the retail educational software market by building an extensive software library.
- Launched extensive local public relations campaign, generating numerous newspaper and magazine articles and a television news interview. Became a regular contributor to *Desktop Journal*, writing articles on educational software and general computer use.

**MANAGER, NEW PRODUCT DEVELOPMENT:** The Institute for Academic Excellence, Madison, WI  
and Advantage Learning Systems (now Renaissance Learning), Wisconsin Rapids, WI (July 1994 - May 1996)

*Responsible for new product development for start-up educational software consulting firm and developer of the Accelerated Reader reading management software product. Key member of the management team.*

- Coordinated all aspects of the release of the company's second major product, S.T.A.R. Standardized Test for the Assessment of Reading.
- Researched new product areas and wrote marketing plans and product specifications, including market and competitive analysis, product positioning, distribution and pricing strategies, and launch plans.
- Created new product planning process for both companies and led strategic planning meetings.
- Set up and administered the consulting firm's prospect and client database using ACT!.

**SENIOR PRODUCT MANAGER:** Persoft, Inc., Madison, WI (December 1992 - July 1994)

*Responsible for marketing and business development of the SmarTerm product line, which included terminal emulation, TCP/IP, and connectivity software to mainframes and the Internet.*

- Managed three Product Managers and a product line of over ten products. Instrumental in coordinating the release of over six new products and versions in one year.
- Launched French and German localized products, and versions for the U.K. and Australia markets. Traveled overseas for the launch to train the sales force and to work two international trade shows.
- Wrote the company's first product line marketing plan.
- Developed streamlined product development process to manage multiple projects with limited resources.
- Coordinated extensive new business development planning process, which resulted in the completion of multiple comprehensive plans for new products.

**SENIOR MARKETING MANAGER:** Software Publishing Corporation (December 1989 – October 1992)  
Mountain View, CA and Madison, WI

*Transferred to the Madison office from the main headquarters in California of one of the major software companies at this time, producer of the market-leading Harvard Graphics software product.*

- Initially worked on new business investigations, primarily in the area of text retrieval and information management. After a company-wide reorganization, took over responsibility for marketing the primary business of the Madison site, Professional Write document processing products.
- Directed all aspects of marketing including advertising, promotion, marketing communications, product management, and a P&L with a \$2 million marketing budget.
- Led the first major promotion of a new product, Harvard Draw, and coordinated additional new business investigations in the areas of CD-ROM and image management.

*Prior to moving to Madison, had responsibility as GROUP PRODUCT MANAGER for a \$20 million division.*

- Managed staff of seven Product Managers and Assistants for market-leading PFS: First Choice and PFS: First Publisher, as well as four other PFS: products and new product investigations.
- Managed the P&L with a \$4 million marketing budget and directed the development of tactical marketing programs, including a comprehensive retail holiday promotion.
- Key player in the January 1991 divestiture of the PFS: product line. Represented the division to potential acquirers along with members of the SPC executive staff and worked with the acquirer to successfully transition the business. Ensured the continued success of the PFS: product line prior to the expected divestiture by managing the ongoing business and employees.

*Hired as PRODUCT MANAGER for an unreleased new product.*

- Wrote marketing plan and developed product positioning, market analysis, competitive analysis, name and pricing strategy, launch plan, and P&L projections.
- Developed unique packaging and marketing collateral materials. Developed new advertising creative and media plan. Conducted focus groups to test name and positioning. Worked extensively with the R&D team to define the product feature set. Generated excitement for the product in working with the field sales force.

DIRECTOR OF MARKETING: Contact Software International, Carrollton, TX (September 1987 – December 1989)

*Key player in the start-up of a PC software company. Contributed to establishing the company's product, ACT!, as the market-leading contact management software product.*

- Grew departments in the areas of Product Management, Marketing Communications, Technical Support, and Inside Sales. Supervised staff of fifteen, including two supervisors.
- Coordinated all marketing activities including advertising, public relations, trade shows, and creation of promotional materials.
- Coordinated release of new products, tracked competitive products, and initiated joint marketing programs with other hardware and software vendors. Managed documentation and desktop publishing area.
- Represented the company at trade shows, press events, and sales calls.
- Participated in strategic planning process with Al Ries and Jack Trout, masters of the concept of positioning.

SALES REPRESENTATIVE: STB Systems, Richardson, TX

(March – September 1987)

*Gained experience in direct sales with a PC board manufacturer.*

- Maintained relationships with existing accounts and developed new business.
- Engaged in negotiations for special pricing. Prepared written proposals to streamline distribution through the dealer and distributor channels. Developed forecasting model analyzing seasonality trends to be used in structuring commission plan.
- Conducted training with major distributors, Micro D and Softsel.

MANAGER, TECHNICAL SUPPORT: Computer Support Corp., Carrollton, TX

(January 1985 - March 1987)

*Developed the technical support department for producer of business graphics software products, Picture Perfect and Diagraph.*

- Hired as the initial support representative, relieving the engineering staff from taking tech support calls.
- Hired, trained, and managed staff of five support reps and assistant. Created call logging procedures and techniques for handling support calls.
- Coordinated major trade show booths across the country - set up booth equipment, conducted sales demonstrations, and did public relations work.
- Served as the primary contact for corporate customers to ensure their continued business.
- Cultivated relationships with major hardware vendors to develop new output device drivers and coordinate marketing efforts.
- Worked with the engineers to develop new products, and contributed to writing the documentation.

DEALER SUPPORT ANALYST: BPI Systems, Austin, TX (September 1983 - January 1985)  
*Provided technical support for leading manufacturer of accounting software, taking incoming calls from computer dealers located across the country.*

- Handled technical support problems stemming from software bugs and procedural accounting questions, as well as sales and policy questions. Gained working knowledge of a variety of microcomputers, including Apple and IBM personal computers.
- Originally hired to work in Registration and assisted in setting up a database for tracking registered customers.

*June 1982 - September 1983: Worked primarily as a COUNSELOR for socially disturbed children and adolescents and as a SUBSTITUTE TEACHER for grades K-12.*

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## EDUCATION

MBA: Southern Methodist University, Dallas, TX (August 1986 - August 1989)  
Completed three year part-time MBA program designed for the working professional.  
Concentration in Marketing and Entrepreneurship/Small Business Management  
GPA: 3.2

Austin Community College, Austin, TX (Spring - Fall 1984)  
Coursework: Principles of Accounting, Introduction to Computers, Programming in Pascal  
GPA: 4.0

BA: Gettysburg College, Gettysburg, PA (September 1978 - June 1982)  
Double Major: Psychology and Elementary Education, Magna Cum Laude  
GPA: 3.56, Academic Honors: Psi Chi (Psychology Honor Society), Dean's List

American University in Paris, France (January - August 1981)  
Area of Studies: Liberal Arts and French Culture  
GPA: 3.6, Dean's List  
Traveled through 14 European countries.

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