

# ADAM J. FLEISCHER

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## Marketing Communications Manager & Copywriter

### Content Strategy, Content Development and Copywriting

Multifaceted entrepreneurial marketing professional experienced with the strategy, messaging, writing and development of award-winning marketing and sales-enablement content for leaders including Cisco, Oracle, HP, Dell, Toshiba and Nokia.

Experienced with networking, mobile, cloud and infrastructure software technologies and markets. Skill set includes building and managing content development teams, managing vendors/agencies and video production.

Consistently produces multiple projects on-schedule and on-budget, meeting business goals by leveraging technology, simplifying complexity, capturing attention and staying focused on business objectives.

## Education

**Stanford Graduate School of Business**, Stanford, CA – MBA, Marketing & Entrepreneurship

**Columbia University**, New York, NY – BA, Ancient Studies, Philosophy of Classical Greece

## Awards

Twice named one of the **Top 100 Multimedia Producers of the Year**.

Received a **Businessweek Icon Award** for innovation in corporate digital communications – plus Addy, Cindy, Hugo and BMA Pro-Comm awards.

## Experience

**TIBCO Software, Palo Alto, CA**

**2010 – current**

### MARKETING MANAGER and SENIOR COPYWRITER

Project management, strategic messaging and copywriting executed for the leading independent provider of infrastructure software (SOA, BPM, CEP, MDM). Manage integration of acquired companies' web sites into corporate site.

**eTimes Communications, Santa Cruz, CA**

**2005 – 2010**

### MARKETING COMMUNICATIONS CONSULTANT

Principal at high-tech marketing communications agency working with top clients.

#### Projects Included:

- **Dell Cloud Software Strategy Group:** Messaging, copywriting and content management for a cloud/SaaS initiative anchored in a Dell-Salesforce.com partnership
- **Nokia Point & Find:** Content strategy, project management, strategic messaging and copywriting for marketing, sales and training projects for mobile application launch

**E.ON Interactive Design, Santa Cruz, CA**

**1995 – 2003**

**MANAGING DIRECTOR, EXECUTIVE PRODUCER and INTERACTIVE WRITER**

Founded and led an interactive multimedia marketing communications agency that specialized in creative, integrated cross-media campaigns (web, video, multimedia and print). Managed budgets, workflow and production teams. Grew agency from three to 25+ employees.

- Led the development of (and wrote or edited) 100+ interactive projects with budgets of \$100k to \$350k, winning over a dozen awards
- Managed business development, created pitches and gave presentations that won top clients Cisco, HP, Toshiba, Nortel, Lucent and Oracle
- Wrote an early blog on corporate interactive communications

**Catalyst Magazine, Burlingame, CA**

**1991 – 1993**

**EDITOR-IN-CHIEF**

Launched and managed a national consumer magazine on sustainable living, published by an Inc. 500 high-growth company. Managed an integrated direct-response catalog business; set editorial direction; hired and managed editorial, art and production teams.

**Personal**

**Viticulture and Wine Making**

Planted a vineyard of wine grapes ten years ago. Have hand-crafted small batches of Pinot Noir wine for the past five years.

**Magic**

Travelled internationally as a professional magician. Wrote and edited ten magic books that have been translated into six languages. Launched and edited the world's first full-color glossy magazine for performance magicians.

Produced a New York City Broadway show, *New Vaudeville Magic*, funded in partnership with Alan "Ace" Greenberg (who was CEO of Bear Stearns at the time).