

# Wes T. Barker

www.wesbarker.com

wes@wesbarker.com  
M: 770.655.5916

1022 E. 8th Street  
Chattanooga, TN 37403

## Objective

Seeking an opportunity to use my **creative** and **analytical** skills with strong work **ethic** in Product Management or related field. Looking to advance vast experience base in an innovative environment with great growth potential. Strong interest and practical experience in hardware design, multimedia, and software applications.

## Experience

**Clarity, a division of Plantronics, Inc.**                      **Chattanooga, TN**                      **06 2006 : Present**  
**Product Specialist.** Coordinated internal engineering, marketing, and sales resources with external software developers, industrial design, market research, and manufacturing resources to create record-successful solutions for the target market. Lifecycle management of services and consumer electronic products for the hard of hearing market.  
**Product Management:** Semi-Medical and Consumer Electronic. **2009 CES Innovations Award.**  
+ Managed portfolio of over 75 products, generating over **\$20 million** in revenue  
+ **Launched** sixteen innovative communication products, accounting for 25% of current revenue  
+ Balanced requirements of **large customers** (state programs) and sales to meet market needs  
+ Led development in **all phases:** research, design, manufacturing, operations, and marketing  
+ Determined product business impact and ROI, **forecasting** and coordinating with sales  
+ Created a new Visual Brand Language and design culture for both product and packaging  
**Services Management.** Chosen by President to lead creation and launch of Services Initiative. Market research, solution brainstorming, created business cases for each application  
+ Defined revenue streams, pricing, and market ROI, potential 3 year revenue of **25%** of business  
+ **Coordinated** internal and external teams to develop advanced, user-centric applications  
+ Developed **mobile** hardware/software solutions for services vehicle: GPS, remote diagnostics  
+ Directed development of **applications** infrastructure/interface: calendar, emergency response  
+ Leading web-based home monitoring project, connecting sensors, applications and devices  
**Business Management:** Grew **international**/domestic mobile and landline business  
+ Launched nine international products and directed five current product **transitions**  
+ Improved worldwide awareness, maintained large customers, provided platform for expansion  
+ Product efforts helped land Telecom Italia, a potential **multi-million** dollar customer  
+ Collaborated with sales from Europe and Asia to build channel, Asia **increased 65%**  
+ **Relaunched** products losing money to increase revenue in channel by **25%** in first year

**Marketing Werks, Inc.**                      **Chicago, IL**                      **01 2005 : 06 2006**  
**Marketing / Sales / Promotions Field Representative.** Covered western US, 12 states.  
+ **Brand awareness** and promotions work solely for a major account, Verizon Wireless  
+ Planned and coordinated marketing **strategies** and events involved in major campaigns  
+ Worked closely with Verizon Wireless niche and mass **channel** marketing and sales teams  
+ Managed and trained retail **sales** and event marketing teams, partnered with large retailers

## Education

**Georgia Institute of Technology**                      **Atlanta, GA**                      **2001: 2005**  
+ Bachelor's of Science Degree in **Industrial Design**  
+ Graduated with **Honors**, May 2005. GPA: **3.5**  
+ Researched Industrial Design, Marketing, Statistics, Business Administration and Law  
+ Honor Graduate, Presidential Scholar, Dean's List, Emerging Leader Program, International Honor Society, Doctorate Assistant in Business College

## Skills

**Computer:** Adobe Creative Suite, MS Office, MS Project, Demantra forecasting, Alias  
**Other:** Hardware, Software, and Wireless Experience; **Creative;** Effective **Communication** Skills; **Team** Oriented; Strong Work **Ethic;** **Detail** Oriented

WESBARKER