

ROBERT EDGAR WINCKLER

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MARKETING MANAGER

Product Management / Digital Marketing / Strategic Planning

Talented, creative, results-producing Marketing Professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in multi subsidiary areas. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with management, vendors and internal departments to orchestrate overall marketing efforts. Expertise in digital marketing and steering the execution of marketing programs.

- Strategic Market Planning
- Digital Marketing Programs
- Community Initiation and Development
- Loyalty and Engagement Programs
- New Market Penetration
- Market Research & Analysis
- Team Building & Management
- Multimillion Budget Preparation/Administration

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, ASIA PACIFIC, 2006 – 2010

Developer Platform & Evangelism Group,
Microsoft Operations Pte Ltd – Singapore

Define strategy and tactics for 12 countries in Asia. Lead and guide a virtual team of 12 marketers of different seniority levels. Orchestrate the efforts between sales, marketing and technical evangelism to maximize impact in the market and increase return on investment. Drive marketing and operational excellence in the region. Assist and support General Manager and Area Vice President in monthly and quarterly business reviews with Microsoft Corporation as well as fiscal year planning.

Selected Contributions:

- ✓ Overall financial and ROI responsibility for Tech.Ed SEA 2006 and 2007 (pan Asian IT event). Both events sold out with 2700 attendees each from over 18 countries, high satisfaction ratings.
- ✓ Grew community members in APAC by 100% to over 200,000.
- ✓ Delivered first fully virtual conference in APAC (Korea, 31,000 attendees).

EVENT MANAGER, 2004 – 2006

Microsoft Deutschland GmbH – Germany

Developed and managed new event formats for a broader audience. Introduction of digital and social marketing to scale out reach. Events were aligned and became an integral component of GTMs (Go to Markets). Well incorporate with cross-organizational/functional teams to deliver richer and more appealing content. Installed programmatic handling of basic event components to increase efficiency and deliver accurate and measurable/comparable metrics.

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*Professional Experience Continued****Selected Contributions:***

- ✓ Delivered biggest launch event in the history of Microsoft Germany. Over 4700 attendees. Event was successful and highly profitable.
- ✓ Sophisticated management of vendors and agencies secured scalability and provided best cost control.
- ✓ Introduction of fee-based events in Germany and increased the number of attendees by 75% to over 28,000 paying attendees per annum.

ENTERPRISE MARKETING, 1999 – 2003

Microsoft Deutschland GmbH – Germany

Owned the relationship to Venture Capitalists, Business Angels and Start Ups within the Enterprise and Partner Group. Communicating and connecting at various organizational levels, CxOs, bankers and government bodies alike. All product marketers for Microsoft's server products were direct reports (SQL Server, Windows NT Server, MS Exchange Server, SNA/IIS Server).

Selected Contribution:

- ✓ Introduced a comprehensive program to support and develop Start ups with technology, business guidance and connections to investors.
- ✓ Triple digit growth rates for SQL Server and double digit growth for Windows NT Server.

EUROPEAN MARKETING MANAGER, 1997

ATI Technologies Inc. – Munich, Germany

Introduced ATI graphic boards into the European retail channel and lead all OEM marketing activities with partners, agencies and vendors. Lead a v-team of 28 marketing specialists in 18 countries from UK to Russia and a team of 4 marketing managers as direct reports.

Selected Contribution:

- ✓ Grew market share of ATI graphic boards in retail from 4% to 26% in Europe.

PRODUCT MARKETING, 1991 – 1996, 1998

Microsoft Deutschland GmbH – Germany

Direct marketing excellence with continuous high response rates >15%. Built a strong community among software developers and companies delivering tools and utilities to the market. Optimization of budgets as a team lead for product marketing in the DACH region (Germany, Austria, Switzerland).

Selected Contribution:

- ✓ Created an ecosystem of 140 companies delivering add-ons to MS Visual Basic and other MS compilers.

- ✓ Grew revenue, as an individual contributor, from 1.3 million Deutsch Mark to 14 million Euros.
- ✓ Consolidation of marketing in German speaking countries (Austria, Switzerland, Germany).

SOFTWARE LECTOR, 1988 – 1990

Markt & Technik – Munich, Germany

Support engineer supporting Lotus 1-2-3, dBaseII and various games on multiple operating systems (MS-DOS, Amiga CLI, Commodore 64, Atari and CP/M). Promoted to software lector responsible for quality assurance and testing of software, tools and utilities printed as source code listings in 12 computer magazines. (Markt & Technik was the biggest publisher of computer literature and magazines in Europe). My idea of pretesting the software listings and sell them on floppy disks brought Markt & Technik a revenue of 3.1 million Deutsche Mark in the first year and me a promotion to product marketer. Licensing software products from USA and localizing them for the European market using M&T as publisher and distributor.

Selected Contribution:

- ✓ Supporting enterprise software suits to commercial games on multiple platforms.
- ✓ Developed business plans that convinced US software makers to publish their products in Europe.

EDUCATION & CREDENTIALS

Software Developer (Application Programmer) 1987 • Control Data Institute – Munich, Germany

Fluent in English, German, Spanish. • Solid basics in French and Italian.

Producer of the music CD “MicroMusix, Vol. 1” • A charity compilation performed by Microsoft employees. Released in November 2003.

Neuro-Linguistic-Programming (NLP) • Practitioner