

REED MARTIN

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PROFESSIONAL EXPERIENCE

DELL, INC.

Round Rock, TX (2011-2017)

Senior Marketing Manager on Dell's Cloud Client Computing team: <http://bit.ly/2uhEN7J>

- Co-author of reference architectures, product sourcebooks, slide decks, and product videos promoting Dell infrastructure.
- Created customer-facing content promoting Dell cloud infrastructure running Microsoft Hyper-V and Windows Embedded.
- Participated in 18 cloud solution launches including DVS Enterprise, Wyse Datacenter for VRTX, Dell EMC VxRail Appliance.
- Creator and host of "Dell's New Look At Desktop Virtualization" podcast. Graduate of "Made-To-Stick" Marketing Program.

FARRAR, STRAUSS, & GIROUX (A DIVISION OF MACMILLAN)

New York, NY (2007-2010)

Author of 540-Page Book: "The Reel Truth: Everything You Didn't Know About Making An Independent Film"

- Interviewed more than 100 luminaries from the film world including Chris Nolan, Lee Daniels, Ken Burns, Barbara Kopple, Danny Boyle, Werner Herzog, and Darren Aronofsky to tell the stories of their early struggles: <http://amzn.to/a701qy>
- Synthesized research to educate filmmakers and film students about financing, production, marketing, and distribution.

NYU STERN SCHOOL (AND PREVIOUSLY AT COLUMBIA BUSINESS SCHOOL)

New York, NY (2001-2009)

Adjunct Associate Professor of Marketing

- Created and taught an innovative class explaining how to apply film studio marketing techniques to traditional consumer product categories. Course focused on launching new brands, accurate forecasting, and developing effective campaigns.
- Taught 65 students per course while researching evolving trends in the media, telecom, game, and entertainment sectors.

HARVARD BUSINESS SCHOOL

Cambridge, MA (2005-2007)

Research Associate in the Global Research Group

- Co-wrote Harvard Business School cases after conducting primary research analyzing companies' successes and failures.
- Developed expertise on how cloud and distributed computing, new tablets, and game consoles drive consumer behavior.
- Traveled with senior faculty and emeritus professors to interview senior executives and conduct all background research.

COWEN & CO. SECURITIES

New York, NY (2003-2004)

Research Associate supporting Senior Media Analyst

- Wrote daily market trend analyses and media industry sector reports covering Viacom, Comcast, Time Warner and Disney.
- Interviewed CFOs of the aforementioned companies with Senior Media Analyst Lowell Singer, to gain visibility on earnings.
- Created stock analyses and published research notes recommending media stocks and explaining broader industry trends.

BOOZ | ALLEN | HAMILTON

New York, NY (2001-2002)

Senior Marketing Manager in the Communications and Technology Practice

- Raised the profile of Booz Allen's Communications, Media, and Technology practice by pitching and placing its senior partners for articles in *The Wall Street Journal*, *The New York Times*, and in timely news segments on CNBC and CNN.
- Researched and co-wrote white papers with senior partners on the future of digital content distribution distributed to Fortune 100 technology company executives as examples of Booz Allen's thought leadership and consulting expertise.

EDUCATION

COLUMBIA BUSINESS SCHOOL

New York, NY (1994-1996)

M.B.A. Degree in Marketing received May 1996. Awarded \$10,000 scholarship from the French Embassy Trade Office, 1995.

COLUMBIA JOURNALISM SCHOOL

New York, NY (1993-1994)

M.S. Degree in Business Writing received May 1994. Paid summer internship at Forbes researching the 1993 Forbes 400 List.

GEORGETOWN UNIVERSITY

Washington, DC (1988-1991)

B.A. Degree in Political Science received May 1991. Internships with NPR's Weekend Saturday and Senator Bob Graham (FL).