



Jim Claussen

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Me-as-a-Service: Senior marketing leader with deep experience in digital, strategy, product management & development, content & editorial, demand generation, go-to-market, partner marketing, industry marketing, web experience, client/partner consulting and management. Approach: Lead with desired outcomes, guide by data/analytics, design-thinking, Agile. Style: Collaborative, social, big on mission & purpose, agent of change, player coach.

EXPERIENCE

IBM *Silicon Valley, CA*

Manager & Digital Strategy Leader, PartnerWorld Digital

Global Partners January 2016 - Present

- Leading a team 40 on the digital modernization and transformation of IBM's Global Partner website to create a new digital experience conversion funnel that's mobile-first, design-thinking led, journey-based and analytics-driven to grow IBM's channel business from \$17B to \$22B.
- Leading development of multiple advanced web applications enabling partners to manage all aspects of their relationship with IBM: program level, skills certification, solution entry, lead passing.
- Leading the development of the digital experience strategy and journey maps for the IBM Partner Portal - from initial social/email/event engagement through web experience through a transaction conversion.
- Led the definition of the new journey-based content approach.
- Increased platform performance >70%, search relevance >30%, content conversion >5x, cut design-to-publish time 50% with Agile, on-boarding partners to IBM Marketplace (try/buy).
- Modernizing skills & configuration of a global team to digital disciplines and agile development.

Digital Content & Editorial Lead, Global Partners

Commerce, Social, Smarter Workforce, Security August 2015 - January 2016

- Developed content blueprint & editorial playbook introducing integrated campaign planning.
- Introduced social analytics to measure performance, multi-variate test, guide content design.
- Produced podcasts and social TV to increase partner engagement 25% YTY.
- Led content marketing media for 4 divisions, increasing conversion to landing pages >50X.
- Recognized for excellence in content strategy and promoted.

Digital Sales Enablement Marketing Leader

Commerce, Social, Smarter Workforce April 2015 - August 2015

- Led lead response transformation: from root cause to new systems.
- Led demand gen shift from single tactics to multi-touch campaigns: targeting buyer stages, increasing engagement, growing opportunity conversion.
- Modernized Live Chat, from web experience to advisor practices to make #1 converting vehicle.
- Reorganized lead development teams directly into events to increase lead conversion >50%.
- Deployed campaign management system: cohort focus, content quality control, analytics.
- Launched sales enablements: community, campaign retrospectives, digital social selling.
- Grew opportunity generation with new outbound prospecting plays pairing inside & field sales.

Digital Engagement Strategy Manager

Social Business Category November 2013 - April 2015

- Led digital engagement strategy and execution around the Social Business Category to build thought leadership, editorial content, engage influencers.
- Helped build IBM's pilot 'Always On' media content team, now scaled across >10 units.
- Helped establish IBM's digital sales engagement in the market with social selling program for >10,000 sellers and client facing professionals.
- Skilled >5,000 managers and executives in digital leadership.
- Enabled >100,000 IBMers, clients & partners in 92 countries on IBM Connections Platform.
- Engaged new targeted accounts by co-developing and executing #BeMobileWorkSocial TED-like talks across 20 target NA cities.
- Defined the practices IBM used to redefine IBM's annual review process, through 'social champions' program and companywide 'digital-jam.'
- Recognized for excellence by IBM CIO's office, IBM Center for Applied Insights, IBM Leadership Development Program.

Manager, Global ISV Industry Market Management

ISV and Developer Relations September 2010 - November 2013

- Led the global industry go-to-market strategy team for IBM's \$1.5B ISV Industry Solution, Smarter Cities and Smarter Commerce businesses, supporting 23% yty growth.
- Led IBM's Partner Reference Program, delivering 65% of IBM references, 30% above goal.
- Increased global earnings-to-investment margin, win revenue, pipeline forecasting accuracy through Joint Business Planning Workshop Program.
- Shifted IBM's partner industry program from technical enablement to pipeline development and sales conversion by redesigning the Industry Framework Program.
- Compressed deal close cycle to pull >250 target account deals forward 1 Quarter or more through Sales Progression Program across 20 countries.
- Increased coverage team and partner engagement through new Industry Communities.

Manager, WebSphere ILOG Partner Strategy & Marketing

WebSphere November 2009 - September 2010

- Led team responsible for marketing strategy and execution for ISV, Alliance, Resell partners.
- Scaled from 1200 partners to 10,000's by leading the integration of 6 ILOG offerings into IBM's Partner Advantage Program.
- Achieved >10:1 earnings to investment with new Competitive Win Sales Plays.
- Onboarded >1,000 ISVs to ILOG's Business Rules solution with new Application Agreement.
- Increased demand generation 40% while reducing program spend 30% with email automation and first-of-a-kind video campaigns.
- Recognized for excellence in partner marketing, promoted.

Manager, ILOG Partner Marketing & Integration

WebSphere January 2009 - November 2009

- Led team responsible managing >1200 global ILOG partners through all aspects of 'transfer of business' through IBM acquisition of ILOG: agreements, subscription and support, pricing, go-to-market, joint sales.
- Increased Partner NPS through active communication and engagement: Global Advisory Councils, Transition Forums, What You Need To Know Webinars.
- Achieved yty OEM revenue growth leading marketing strategy, enablement planning and demand generation for heritage ILOG partners.
- Ensure ILOG partner requirements as the Channel Representative for 2 of the 3 ILOG product suites with the IBM Integrated Offering Management Teams.

ILOG *Sunnyvale, CA and Incline Village, NV and Paris, FR*
A global software company offering advanced business rules, optimization and visualization decision management software. Acquired by IBM.

Director, Global ISV OEM Partner Program Strategy January 2008 - January 2009

- Led the reorganization of the ILOG OEM Partner Program across sales, marketing, technical services to expand the most profitable route to market.
- Improved deal margin by reconfiguring sales incentive structure.
- Improved quarterly OEM pipeline forecasting from 30% to 84% accuracy by streamlining sales CRM processes and integrating agreement data.
- Improved partner engagement in product design through new Advisory Councils, new User Conference Summit, Dev Team Webinar Briefings.
- Recognized for excellence in marketing leadership, offered CMO role by Board, then acquired.

Strategy Marketing Director September 2006 - January 2008

- As part of special projects Strategy Transformation Team: co-led development of ILOG Profitability Tool, identifying most profitable offerings and routes-to-market, using data to guide company re-allocation of sales, services, technical resources.
- Increased OEM agreement renewal rates >40% with new 360 Partner Data Warehouse tool.
- Increased S&S renewal rates +\$10M by establishing and running Net Promoter Score Program.
- Identified better pricing & licensing structures by launching Sales Win/Loss Analysis Program.
- Led offset of >3,000 tons CO₂/Qtr by convincing Board to fund ILOG Carbon Neutral Program.

- Recognized for excellence in strategy and promoted.

Director of Marketing, ILOG Direct Worldwide May 2000 - August 2006

- Led development & management of global team responsible for driving ILOG direct sales business with clients and partners: advertising, demand gen, partner programs, academic program to grow business from <\$30M to >\$150M.
- Modernized marketing/sales to grow customer acquisition/retention: email campaigns, technical influencer program, technical roadshows & experience labs, expert webinar series....
- Modernized partner opportunity management by leading Siebel CRM implementation.
- Centralized knowledge management thru Sharepoint platform: config, launch, training.
- Recognized for excellence in strategy, operations, KPI measurement practices, promoted.

SMITH & JONES *Incline Village, NV*
An advertising and marketing agency with services across print, radio, television, interactive and web media.

Senior Web Producer and Designer March 1999 – May 2000

- Responsible for design strategy, concept development, project management and client delivery.
- Led the agency into web marketing, advertising, site development and ecommerce, growing web to largest line of business for the firm.
- Led design/development of Offroute, first geo-mapping location based ecommerce site on web.

PLATINUM TECHNOLOGY *San Francisco, CA & Chicago, IL*
Eighth largest global software company with a broad portfolio of enterprise database and decision management technology.

Manager, Web Marketing and Product Design June 1998 – March 1999

- Team lead for the acquisition integration of the Intervista brand materials, product design, and web properties.
- Led the integration of Intervista's 3D visualization technologies into Platinum's industry-focused enterprise database and decision management offerings.

INTERVISTA SOFTWARE *San Francisco, CA*
A startup specializing in 3D Virtual Reality Modeling Language authoring and browsing software. Acquired by SGI; then acquired by Platinum Technologies.

Design Director, Products / Marketing / Web December 1996 – June 1998

- Manager and lead UX/UI designer for software, corporate branding, marketing, advertising, web, product packaging and 3D animation.
- Recognized for excellence in interface and interaction design responsible for winning exclusive VRML bundling with Microsoft for IE 4 and Windows 98.

MIRAVISTA SOFTWARE *San Francisco, CA*
A boutique multi-media software company specializing in education and productivity software development.

Partner and Creative Director February 1996 – February 1997

- Founding partner.
- Led design and production of UI, video, image, animation, and web media for Health, Education and Business Productivity learning software.
- Recognized by industry for innovative 256bit video and image color optimization scripting and rendering methods, featured in the book, "DeBabilizer: The Authorized Edition."

GREAT BEAR TECHNOLOGY *San Francisco, CA*
An international multimedia startup specializing in award winning education, reference, gaming and enhanced music CD-ROM Multimedia Software.

Multimedia Design and Production Manager September 1994 – February 1996

- Led teams in San Francisco & Sofia Bulgaria on UI design, video/audio/3D production, marketing assets, tradeshow booth design, advertising and product packaging for 14 multimedia software titles, including several award winning education, reference and entertainment titles.
- Recognized for innovative interface design and cross-platform media performance optimization resulting in contract with Island Records on Bob Marley interactive album of early recordings.

FIRSTRAK MEDIA PRODUCTIONS *Breckenridge & Durango, CO*
A video and film production company specializing in adventure sports event coverage, promotion, advertising and documentary shorts.

Founding Partner, Production & Operations Lead 1992-1994

- Acquired resort and sports event clients, formed broadcast media partnerships, developed unique ultralight video capture and production practices.
- Led video production planning and logistics, creative direction, client reviews. Co-hosted multiple adventure sports TV segments, including regular series with Resort Sports Network.
- Recognized for introducing some of the first-in-the-industry hybrid digital video production methods, winning multiple televised event 'Highlight Reel' contracts.

COMMUNITY SERVICE

Founder & Volunteer: School District Community eWaste Recycling Program

Volunteer: Board of Directors, Capitola Junior Guard Program

Volunteer: Save Our Shores Coastal Cleanups

Volunteer: Assistant Middle School Surf Team Coach

EDUCATION

Center for Creative Imaging, Camden Maine, Fall 1993

Center for Sustainable Development, Costa Rica, 1991-92

University of California Santa Barbara, B.A. Business Economics, Cum Laude