

JULIE HUNT

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Software Industry Analyst Business Technology Strategist

- High-charged, Savvy Software Technology Maven
- Business Technology Hybrid: market intelligence, solution trends, go-to-market strategy, sales/marketing
- Advisory services for Software Vendors and Buyers: relevant insight and strategy that make a difference
- IT Innovation: evolving software vendors into effective enterprises; strategic use of software for business
- Core software technology domains: WCM/WEM, enterprise portal, social media/marketing, collaboration, ECM, data integration, data quality, OSS, SaaS, cloud
- Content services: white papers, articles, advisory reports, social media
- Research ♦ Analysis ♦ Guidance ♦ Coaching
- Project orchestration services

THINK TANK		THINK TANK		THINK TANK	
Market-Driven	Change Drivers	Outside – In	New Polymath	Customer as Buyer	
Crossing Chasms	Inside Tornadoes	Open Leadership	Voice of the Customer	Visualization	
Creative Disruption	Early Warning	Blue Ocean	Edgy Vision	Bodacious	
Color outside the lines	Tipping Points	Creative Analysis	Social Collaboration	Power of Pull	
Future Direction	Power of Context	Unusual & Innovative	Tough Love	Research-Analysis Diva	

BUSINESS TECHNOLOGY STRATEGY ♦ IT INNOVATION					
STRATEGIC	<i>Software Strategy</i>	Impact on business Future Direction Solutions SME	Business Development Multi-discipline Business-Tech Analyst	Segmentation Target Markets Customer Needs	IT Systems Developer Industry Analysis Sales/Marketing/GTM
	<i>Market Intelligence</i>	Strategic Vision Future Direction Selling Competitively	Dissecting Markets Big Picture Positioning	Risk Management Segmentation Market Dynamics	Analyst Content Customer Focus Research Diva
Enterprise ♦ Mid-Market: Web Content Management, Social Media/Collaboration, ECM, Data integration, Data Management					

SOFTWARE INDUSTRY ANALYST – VENDOR / BUYER INSIGHTS

Proactive provider of insight, recommendations, warnings, strategic thinking

Deep Software Technology Experience – multiple solution spaces, solution delivery platforms

Software Selling Ecosystem: MI, Marketing, Sales, Products, Executive, Partners, Analysts / Influencers

Thought Leadership – IT Innovation: professional blog <http://jhcblog.juliehuntconsulting.com>

Content services: white papers, articles, newsletters, market intelligence advisories, social media

“Strategy is not one overall vision – it is composed of a pattern of functional activities and policies defined at corporate level and enacted by business units. Many varied and frequent adjustments to the strategy may be needed.”

Communication
Customers, Prospects, Partners Executive, Sales, Marketing, Developers Industry Analysts: Gartner, Forrester, IDC
Webcasts, Live Presentations
Teaching - Training Entertain/Engage - while Informing
Collaboration Enablement
Executive advisories, Sales Tools, Datasheets, FAQs, White papers
Research in English, French, Spanish

People-Facing
True-Believer in Customer-Centric Strategy Qualitative Customer Relationships Voice of the Customer
Excellent Listener – Active Listening
Tech-talk to Techies Tech-talk in everyday terms for Civilians
Intuitive, Empathic Reciprocity Empower, Enable, Motivate
Talent for Customer & Prospect Engagement Fast Rapport & Trust

SOLUTION-SELLING ♦ GO-TO-MARKET					
STRATEGIC	<i>Product Marketing</i>	Go-To-Market Business Solutions Solution Launches	Value Pricing Sales Guidelines Marketing Guidelines	Solution Use Cases Market Sizing Messaging	Collateral Presentations, Demos MRDs
	<i>Sales SE</i>	Analyze Needs Business Solutions Technology Solutions	Relationship Selling Manage Sales Cycle Team Selling	Tech. Sales Support Proofs of Concept Qualifying Prospects	SME Fabulous verbal skills Engage Prospects
Enterprise ♦ Mid-Market: Web Content Management, Social Media/Collaboration, ECM, Data integration, Data Management					

WEB CONTENT MANAGEMENT- SOCIAL COLLABORATION - INTRANETS SOFTWARE & PRACTICES

Senior Market Intelligence Analyst	Rich Web Experience – Engaging	Transactional Content – Business Processes
Social Media & Video Content	Solution Strategies - Innovative Insights	Target Markets - Solution Scenarios
Tactical Sales Tools - Strategic Impact	Advisories for Executive Leadership	Intranet 2.0
Future of Web 3.0 & Social Collaboration	Industry & Competitor Knowledge	Market-driven Cultural Guidance

Customers: Marriott, Mercedes Benz, Disney, NASA, Martha Stewart, Hyatt, Bank of America, Raymond James, Mobil Travel Guide, Telefonica, McKesson, TAM Airlines, Fox News, American Express

DATA INTEGRATION SOFTWARE SOLUTIONS

Senior Sales SE	Enterprise Systems Architecture	ETL, Data Warehouse
Preferred Resource/SME	Methodology for Data & Application Integration	Multiple Database Products
Market Intelligence Manager	Enterprise & Mid-Market Software Ecosystems	Legacy Data
Solution Selling	Industry & Competitor Knowledge	Health & Financial Services Verticals
Strategic Enterprise Selling	Highly Technical and Detailed Support Role	EDI, XML, Messaging Formats

Customers: Wachovia, Fiserv, CitiGroup, MetLife, Metavante, Tower Group, WebMD, CSC, ISI Mars, CDC, Axiom, ACS, CGI-AMS, Omgeo, MCSI Barra

EDUCATION - PROFESSIONAL DEVELOPMENT

Pragmatic Marketing, Practical Product Management, Austin TX, July 2006

Project Management Certificate, UT/Austin Professional Development Center, Austin, TX Fall 2004

Member, Society of Competitive Intelligence Professionals (SCIP)

MA, University of Texas at Dallas, Richardson, TX Graduated with high honors

BA, New Mexico State University, Las Cruces, NM Graduated with highest honors

SOFTWARE BUSINESS TECHNOLOGY - PROFESSIONAL EXPERIENCE

Julie Hunt Consulting, Austin TX

July 2009 – Present

Software Industry Analyst, Solution Strategy, Business Technology Assessments

- Services for Software Vendors and Buyers: Advisories, Consulting, Content Services, Project Management
- Vendors: Guidance for Market-driven strategy and growth
- Vendors: Refinement of target markets and segments for increased selling dominance
- Buyers: Strategic assessment of needs – software solutions for best-fit recommendations
- Buyers and Vendors: Future product direction, Trends, Monitor change drivers
- Buyers and Vendors: Collaboration, social media, enterprise 2.0 projects
- Frequent article publications on industry sites: [CMS Wire](#), [ReturnOnNow](#), [ContentManagementConnection](#)

Vignette Software, Austin TX

September 2007 - July 2009

Senior Market Intelligence Analyst – all product solutions / NA, EMEA, APAC (September 2008 – July 2009)

- Propelling MI program to the next level: more dynamically scalable to produce in-depth analysis that can be leveraged by many teams in the corporation (overlying the foundation created as CI Analyst for Vignette)
- Leveraging keen understanding of the business side of selling software to bring the “so-what” element to cross-corporate discussions, providing insight into how product marketing initiatives and collateral will engage customers
- Focused MI contributions to produce direct impact on product marketing collateral, marketing initiatives, as well as sales opportunities; incorporating creativity to increase the strategic value and usability of market intelligence deliverables through innovative tools for sales field
- Continual market and competitive assessment advisories for executive leadership team as well as product and marketing team leaders, regarding near future outlook and direction

Competitive Intelligence Analyst – all product solutions / NA, EMEA, APAC (September 2007 – September 2008)

- Built from scratch competitive intelligence program including focused strategic competitor profiles, multi-competitor capabilities comparisons for different solution spaces, direct coaching in sales opportunities, high level tools to enable and empower sales field to make better use of CI while strategically planning each opportunity sales cycle
- Planned and executed evolution of CI program into comprehensive market intelligence program to enhance strategic planning and competitive stance regarding target markets and customers, future product/solution direction, and strategic evaluation of the competitive landscape to better select and dominate markets
- Extremely productive in creating high-quality, multi-purpose tools and content as one-person team supporting many corporate teams
- Applied extensive software industry knowledge and experience to provide actionable recommendations regarding market-driven software solutions

Julie Hunt Consulting, Austin TX

January 2006-September 2007

Principal, Senior Consultant - Software Market Intelligence & Product Strategy

- Innovative understanding of what it takes to sustain success as a software technology company
- Future product direction and programs to monitor change drivers
- Market Intelligence: positioning, selling strategies, responsiveness, early warning
- Competitive landscape and Competitor analysis studies
- Refinement of target markets and segments for increased selling dominance

Pervasive Software / Data Junction, Austin TX**June 2001 – October 2005****Market Intelligence Manager - Data Integration Software / NA & EMEA** (December 2004 – October 2005)

- Built market and competitive intelligence program and sales tools from scratch
- Direct contribution to improved win-loss ratio for NA Sales of data integration software - emphasis on turning data into knowledge to capture and hold market share, and increase revenue
- Generated advanced analytics of data integration products, markets, customers, competitors – created over 30 pieces of extensive actionable intelligence, selling guidelines, webinars, and other sales tools
- Created mid-Market segmentation for data integration products – identified specifics of selling to unique market tiers
- Extensive project management with cross-functional relationships/collaboration with Sales, Marketing, IT, Development
- Oversaw outsourcing contracts, management of outsourced projects, integration with MI objectives

Senior SE - Sales Cycle – Data Integration Software (June 2001 – December 2004)

- Recognized as Preferred Pre-Sales SE for financial & healthcare verticals selling highly technical integration software; verticals were the highest revenue-producing sales teams, generating 65% of annual revenue for data integration
- Dynamically merged business analysis background with technical skills to guide the successful close of deals for data integration software sales teams
- Pioneered cross-departmental program between SE Team and IT Customer Tech Support to broaden analytical and problem-solving skills of presales tech team supporting prospective customers during software evaluations; achieved greatly improved customer success and increased closeable deals by 30%. Program better aligned Tech Support processes with Data Junction business goals
- Developed extensive Market Intelligence around key data formats and business processes used by the financial and healthcare industries; MI was used by all of Pervasive / Data Junction
- Advised Product Management on direction of customer and market needs for data integration products

Computer Support Service, San Marcos TX**1994 – 2001****Co-owner and Software Consultant/Developer**

- Created software and technical consulting firm (privately held) serving over 30 small businesses on a regular basis
- Developed custom software applications for several industries including insurance, construction and legal
- Implemented accounting solutions with QuickBooks Pro: custom installations, training, accounting trouble-shooting
- Engaged in customer training and systems documentation for end users
- Responsible for business operations, customer relationship management

Texas Instruments, Dallas, TX**1978 – 1982****Analyst/Programmer**

- Served as analyst/programmer for U.S. Customs systems designed to acquire tariff rebates for T.I. offshore manufacture of various semi-conductor devices. Chief responsibility for analysis, design of customs clearance front end system to replace manual procedures
- Application of these systems by T.I. resulted in rebates of over \$8M recovered from U.S. Customs, at that time
- COBOL structured programming for IBM mainframe
- Conducted extensive user liaison and training activities
- Created technical documentation of systems and systems users manuals

OTHER PROFESSIONAL EXPERIENCE – ENTREPRENEURSHIP & BUSINESS MANAGEMENT**Harloff & Hunt Studio, Seguin TX****1982 - 1994****Co-owner and Chief Studio Artist**

- Privately-held wholesale business for hand-made contemporary pottery and unique decorative work – customer base comprised of over 75 unique retailers throughout the U.S., including Whole Foods (several locations in U.S.)
- Major responsibilities as chief artist for design and execution of actual work
- Responsible for business management, financial planning, billings, collections
- Extensive customer relationship management (throughout US), marketing, advertising, written and graphical materials