

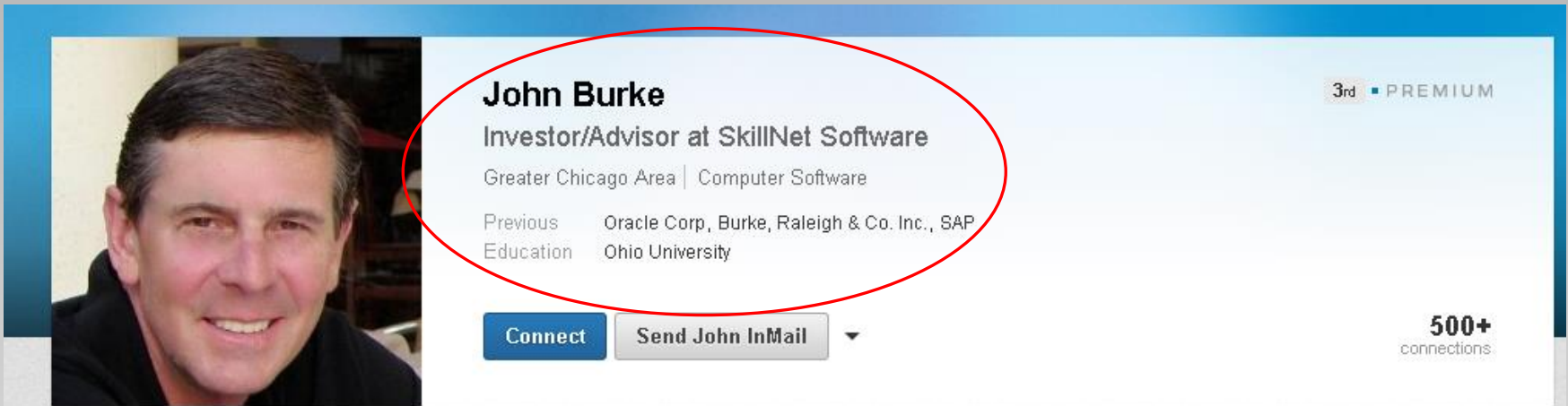
Branding Yourself On



Carol Rodriguez

Talent Acquisition Coordinator

January 29, 2015



John Burke 3rd • PREMIUM
Investor/Advisor at SkillNet Software
Greater Chicago Area | Computer Software

Previous Oracle Corp, Burke, Raleigh & Co. Inc., SAP
Education Ohio University

Connect Send John InMail

500+ connections



Carol Rodriguez ✎
Excellent Support for Talent Acquisition Manager and Recruiters/Successfully onboarded over 200 new hires in 2014

Chicago, Illinois Human Resources ✎

Current Lawson Products ✎
Previous Premier, Silver Shield ✎
Education Northern Illinois University ✎

Change photo

- ❖ Differentiate Yourself
 - Revise Your LinkedIn Headline
 - Write A Compelling Headline
 - Attract Recruiters, Hiring Managers, Increase Your Network
- ❖ 120 Characters To Work With
- ❖ Defaults To Current Position

Posts

Published by John



Manipulation and the clock

August 19, 2014

- ❖ Leverage Your Expertise/Experience
- ❖ Blog Posts
- ❖ Sharing Relevant Articles



Summary


Have worked with 100's of organizations transforming their businesses with modern technology. Developed and implemented a data driven go-to-market formula which has been successfully executed globally across the entire technology stack. Group Vice President, Oracle Corp., Global Applications Product Group. Former EVP at SAP AG and SVP sales at SAP-America.

I have learned that great leadership is defined more by humility than ego, however below is the ego piece.


20+ year high-performance track record of success with enterprise technology companies. Successful executive and corporate officer track record with deep experience in sales & marketing. Excellent general management and leadership experience; strong communication and team-building skills; and the ability to scale in both large and small company environments.

EVP/SVP roles at SAP America, SAP AG (Netweaver sales and marketing), Oracle (Group Vice President new product introduction), Quintus (President), Burke, Raleigh (founder/CEO), and Dun and Bradstreet software (Branch Manager). IPO and public company launch experience at Quintus, Experience in acquisition exits at TopTier (acquired by SAP) and Burke, Raleigh (acquired by Acero). Significant M&A background in due diligence, buying, and integrating application software companies. P&L responsibility scaled from venture-backed software start-ups to multi Billion run rate public companies. Extensive Cloud experience with Software-as-a-Service (SaaS) business model, including licensing, renewals, channels, customer relationships. Deep expertise in global sales, marketing, strategic alliances, channels, corporate strategy and customer success. Global operations track record of building and leading teams in N. America, Latin America, EMEA, Asia-Pacific and Japan. Experience in growing and restructuring software companies and building high-performance cultures. Exceptional talent network from past experience with SAP, Oracle, IBM.


- ❖ Tell Your Story
 - Lure The Reader
 - Sell Yourself
- ❖ One Chance For A ***First Impression***
- ❖ List Achievements - **Not Tasks**

 Experience

Investor/Advisor
SkillNet Software
March 2014 – Present (11 months) | Greater Chicago Area
Company strategy, customer and partner acquisition, capital financing.




Group Vice President
Oracle Corp
June 2007 – February 2014 (6 years 9 months) | Greater Chicago Area
Introducing new products by amplifying customer success. Created and executed data driven, targeted account sales play methodology, resulting in triple digit YoY growth for various platform and Cloud products.




Principal, Founder
Burke, Raleigh & Co. Inc.
September 2003 – June 2007 (3 years 10 months)
Worked with technology industry clients to achieve revenue and profit acceleration by implementing Integrated Marketing, Sales and Channel Distribution strategies.
Sample engagements:
Motorola, Developed go-to-market strategies for new line of business
Neoware, Developed and executed integrated channel distribution strategies.
E2Open, Developed go-to-market strategy for SaaS provider of supply chain applications. Hired sales staff, negotiated outsourcing services contracts, established key partnerships with IBM and Bearing Point.
Company was founded in 2003 to provide Sales and Marketing services to midsize technology firms. An asset sale was executed in 2007, restarted company in 2014 and currently engaged with 4 clients, SkillNet, Bridge-x Technologies, HealthDent1, and StoryLeaders, LLC. Selectively considering other engagements while evaluating the next phase of my career.

Executive Vice President
SAP
2001 – 2003 (2 years) | Waldorf, DE
Global field Operations, platform technologies. Lead Global Field operations for \$750M netweaver division.



1 recommendation

 **Keith Peterson**
RSD at Workday
John's leadership style was by no means textbook, but by all accounts exceptional. Working directly for John for over 10 years I saw first hand how his management skills helped build SAP into the ERP leader. In addition to always delivering on his... View ↓

To formulate great accomplishments you can use the PARS Method

P – What was the Problem you addressed?

Ex: High labor costs.

A -What were the Actions you took?

Ex: Focused on cost reduction initiatives.

R – What were the Results?

Ex: Reduced labor costs by 12%

Overtime by 24%

Material waste by 43%

S – What Skills did you use or develop?

Ex: Managing and leading a team.

The PARS bullet point:

Directed a team of six to achieve cost saving initiatives in the reduction of labor costs by 12%, overtime by 24%, and material waste by 43%.

Recommendations

Supply Chain Integration Manager

Intevac, Inc



Joe Feng

Global Technology Marketing Executive; Product/Strategic/Corporate Marketing, Product Mgmt, Sales Force Mgmt

“Rodrigo was a great asset on the new products team. He balances well the "big picture" with the details. I appreciated the insights he had on the supply chain and was always ready to help any team member. At times the development was challenging, yet Rodrigo kept an even keel and focused on the task at hand. He is a multi-faceted manager who can take on many roles. When he moved onto marketing the industrial products, he seamlessly progressed without difficulty. I recommend Rodrigo without reservation. **less**

October 20, 2009, Joe managed Rodrigo indirectly at Intevac, Inc

- ❖ Leverage Your Network
- ❖ Give A Recommendation Without Asking
- ❖ Ask For A Recommendation
- ❖ ***Strengthens Your Branding***

Top Skills




John also knows about...



You have new endorsements!


Cross-functional Team Leadership

Endorse your connections




Does **Patrick Harper, PMP** know about **Cross-functional T...**

[Endorse](#)




Does **Srujal Shah** know about **Healthcare?**

[Endorse](#)



Does **Jose Oliver** know about **Manufacturing?**

[Endorse](#)



Does **Jasprit Sandhu** know about **Accounting?**

[Endorse](#)

[View more](#) [Close](#)

- ❖ Identify Your Skills
- ❖ Endorse People In Your Network
- ❖ Confirms Your Area Of Expertise
- ❖ ***Shows How People Currently Perceive You***



Education

Massachusetts Institute of Technology

MS, Civil and Environmental Engineering

2000 – 2002



Massachusetts Institute of Technology - Sloan School of Management

MS, Management (MBA)

2000 – 2002



Tecnológico de Monterrey

BS, Mechanical and Electrical Engineering

1992 – 1996

Graduated with Honours



Colegio Aleman Alexander von Humboldt

1977 – 1992



Certifications

Certified Supply Chain Professional (CSCP)

APICS

May 2009 – Present

Certified Acquisition Professional: Level II





DoD: Defense Acquisition Workforce Improvement Act

August 2009 – Present

Lean Six Sigma Black Belt

- ❖ Showcases Your Professional Expertise
- ❖ Is A Marketing Asset
- ❖ Opens Opportunities
- ❖ *Validates Skills You Already Have*

Groups

 Supply Chain Optimiz... 10,810 members + Join	 APICS Group 51,326 members + Join	 SCN Supply Chain Ne... 3,969 members + Join	 Chicago Area Studen... 8 members + Join
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- ❖ Provides A Connection For People In The Same Industry
- ❖ Discover Business Contacts
- ❖ Share Knowledge Content
- ❖ Post And View Job Opportunities

How You're Connected



You



Tom Loomis



Butch Hart



Chad Schneider

and 19 more connections in
common

[Get introduced ▶](#)



John Casey

Get introduced to:



John Casey

Senior Commodity Business Manager at Applied Materials

Who should make the introduction?



Tom Loomis

Operations Manager at Applied Materials

Tom, can you introduce me to John?

Be clear about why you're asking for an introduction and politely give them a way to say no.

[Ask for an introduction](#)

[Cancel](#)

Leverage Your Network For New Connections

Resources

[The Muse](#) – Free Career Advice

[185 Verbs – Make your resume powerful](#)

[21 Useful Hints for LinkedIn](#)

THANK YOU

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