PETER ADAMS

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DIRECTOR OF PRODUCT MARKETING AND MANAGEMENT

Analytical leader, adept at gauging the market and developing new product and marketing plans to profitably exploit opportunities. Expertise across marketing strategy, product marketing, global launch, and product planning. Demonstrated ability to combine business expertise and marketing acumen to generate growth and profitability. Proven record of creating winning product and marketing plans and high performing teams, relentlessly advocating for employee development, cross-functional team collaboration, and inclusive culture.

AREAS OF EXPERTISE

Product Marketing | Product Management | Marketing Strategy | Business-to-Business (B2B) Marketing
Strategic Planning and Execution | Analytics | Budget Management | Profit and Loss (P&L) Management
Artificial Intelligence (AI) | High Performance Computing (HPC) | Open-Source Software | Communication
Cross Functional Collaboration | Partnerships and Alliances | Team Building | Engagement | Leadership

EXPERIENCE

Intel Corporation   **2005 - 2023**
Marketing Director
Directed global marketing for Intel's $2B+ high performance computing (HPC) business.

- Managed a team that defined and led execution of end-to-end marketing strategies for HPC, including emerging areas such as HPC in the cloud and AI. Oversaw a team of six and $1M budget.
- Increased industry preference for Intel by 30% in traditional HPC and by 13% in AI sectors via robust thought leadership messaging, outbound content, and sales enablement content.
- Promoted Intel HPC products at leading worldwide events and product launches via leadership messaging, event presence, digital, social, PR, consistently winning share of voice and high-impact press coverage.

Launched and marketed portfolio of Intel artificial intelligence (AI) products.

- Developed and executed product messages, launch and marketing plans spanning our complete AI portfolio, culminating in over $3.5B in AI revenue generated for Intel in 2019.
- Launched new deep learning processors for training and inference, supported by a portfolio of product marketing content delivered across all communications channels.
- Established messaging for emerging AI capabilities on Xeon, neural network processors, deep learning software and collaborated with cross-company teams to implement in launches and ongoing marketing.

Established and drove success of new open-source software projects.

- Built and led product marketing team responsible for open-source projects targeted for IoT.
- Aligned on team that drove the marketing strategy, launch plans and execution, branding, content marketing, PR and social media plans, ecosystem marketing and recruiting strategy.
- Resulted in establishment of the Zephyr Project, an open-source scalable real-time operating system (RTOS). Zephyr Project is now a thriving open-source project that includes 30+ members and supports over 350+ boards across multiple architectures, including ARC, ARM, Nios II, RISC-V, SPARC, Tensilica, and x86.

Spearheaded the Intel Wireless Display product plans for two successful releases.

- Supported and led cross-organization planning team that defined a winning vision, business goals, market opportunity, value proposition and product plans to enable new laptop usages like streaming movies and videos to the HDTV. WiDi became so popular with consumers that it was subsequently integrated into mainstream Windows and HDTVs.

ADDITIONAL RELEVANT EXPERIENCE

Autodesk
Manager, 3D Software Business
Owned product marketing for $100M business in 3D mechanical design software for $1B software company.

- Formed and managed team responsible for product strategy, definition, pricing, and launch.
- Defined and developed strategic global business plan for 3D CAD product line.

SONICblue
Manager, MP3 Player Business
Sustained product management for $100M business in MP3 digital music players for $300M consumer electronics company.

- Inspired and led product planning and management of new products.
- Managed $1.5M budget and team of product managers.

EDUCATION

Master of Business Administration (MBA)
Northwestern University, Kellogg School of Management, Evanston, IL

Bachelor of Science, Mechanical Engineering (BSME)
University of Portland, Portland, OR