

PROFESSIONAL BACKGROUND

Celia A. Lawren

SUMMARY: A dynamic and savvy marketing communications executive with over 15 years of experience driving brands and revenue for Fortune 100 companies and nonprofit organizations.

CORE COMPETENCIES:

- Domain experience in energy and green IT technologies (energy management, virtualization), environmental science – combined with high tech marketing
- Exceptional track record – over 25 product launches – in successfully launching breakthrough and award-winning products and services that drive company revenues
- Consistently effective at identifying, prioritizing and achieving marketing goals and executing go-to-market programs that grow revenue and market share for the business
- Proven ability to lead and energize teams to accomplish set goals and tasks
- Well balanced in visioning, goal-setting and execution

EXPERIENCE:

Lawren Communications, Inc., Menlo Park, CA

(6 years to present)

Founder and CEO

Marketing communications consultant firm specializing in B2B high tech and cleantech marketing. Develop sustaining relationships with Fortune 100 and nonprofit clients to achieve award-winning product introductions that are market leaders; crisp execution of strategic marketing objectives to develop brand and market share leadership, and excellent client satisfaction. Clients receive high ROI because they get more in less time through our quick grasp of technical details, best-practice marketing expertise and exceptional people skills.

Over 4 years as marketing communications consultant with Hewlett-Packard (HP) Enterprise Servers and Storage Division to make IT data centers more energy efficient through energy management and virtualization software and bladed infrastructure. Contributed to making HP a leading virtualization and infrastructure software solution provider through multiple product launches; development of a comprehensive brand and messaging platform and naming structure for new infrastructure software product line (fast-growing revenue stream for division); creation of global lead generation campaigns to accelerate adoption of HP virtualization solutions and HP server blades; management of internal, sales and executive communications; integrated marketing communications; and sales training program for innovative virtualization product.

Accomplishments:

- Two award-winning product launches, garnering Products of the Year and best in class; market leaders (HP BladeSystem c3000, HP Integrity NonStop BladeSystem)
- Comprehensive brand platform for new infrastructure software product line (HP Insight software) that is second-highest revenue generator for division

Lawren Communications also provides strategic marketing, marketing communications and business development services to nonprofit energy, environmental and sustainability organizations.

Applied Materials, Santa Clara, CA

(2 ½

years)

Division Manager for Marketing Communications

Applied Materials is the global leader in nanomanufacturing technology solutions with a broad portfolio of innovative equipment, service and software products for the fabrication of semiconductor chips, flat panel displays, solar photovoltaic cells, flexible electronics and energy efficient glass. As Division Marketing Communications Manager, managed full range of business communications, integrated marketing communications, and product marketing for five product lines in \$1B Metal Deposition Division.

Accomplishments:

- Successful management of 3 major product launches and 6 tradeshow/seminar events a year that drove revenues for division, including new breakthrough ALD technology
- Creation and production of two monthly division newsletters (product- and business-focused) to strengthen alignment with management and sales
- Establishment of a benchmarking process for measuring Marketing Department's effectiveness with sales force and customers

Electric Power Research Institute (EPRI), Palo Alto, CA

(8 years)

Senior Manager, Corporate Marketing Department

EPRI is a global energy R&D consortium of electric utilities (national, investor- and municipal-owned, rural cooperatives) and energy service providers. As Senior Marketing Manager, provided leadership and management to 60-person staff in areas of EPRI brand, market segment planning and execution (generation, nuclear, transmission & distribution, end use, and environment), new business development, market research, utility technology transfer program, utility executive program, and integrated marketing communications.

Accomplishments:

- Shortened product development and rollout cycle by nearly a year (from 18 to 7 months)
- Developed business case analysis process for all programs and products to streamline portfolio (1200 projects) and obsolete low-priority projects, achieving 15% decrease in first year; established valuable feedback stream and market information to technical marketing and sales
- Created online R&D portfolio management tool for members and redeveloped e-business web site for 600 publications and application services that resulted in 15% increase in annual revenues in one year and saved \$1.5M in warehouse costs
- Established new product line of technology subscription services
- Created and managed marketing programs and sales strategies and directed field sales activities and public relations for small utility vertical segment, resulting in 25% revenue growth to \$36 million over 2 years
- Built and maintained channel relationships with two strategic partners for direct marketing outreach to more than 4000 energy companies
- Established direct marketing services capability to reduce overall company spend on market research and lead generation activities
- Revamped list management operation that improved operational efficiency by 35%
- Established utility executive program to increase member satisfaction

California Coastal Commission, San Francisco, CA

(5 years)

Senior Coastal Analyst

California Coastal Commission is responsible for regulating development along California's coast. As Senior Coastal Analyst, developed recommendations for large-scale energy projects – offshore and onshore – to be considered by the Commission and made “expert” presentations on particular projects before numerous local government boards and councils.

Accomplishments:

- Author of definitive guide on coastal energy development used by coastal cities and counties for 2 decades
- Development of innovative win-win solutions for energy projects
- Contributor to creation of federal marine sanctuaries off California's coast and the ban of offshore drilling in those designations.

Analyst

The Education Fund is the non-lobbying, educational arm of the National League of Women Voters organization. As analyst, established programs for environmental and energy outreach with other nonprofit organizations and for education of LWW members, including creation of publications.

Accomplishments:

- Management of DOE grant to 6 LWW chapters to establish energy efficiency programs in their communities
- Invitation to participate on National Academy of Sciences panel on risk management
- Sale of 15,000 copies of self-authored brochure on risk management.

EDUCATION

M.S. degree in Environmental Management, Florida State University, including RA with Graduate School of Economics; B.A. in Spanish and Classical Humanities

Direct Marketing Certificate, UC Berkeley Extension

COMMUNITY AND PROFESSIONAL ASSOCIATIONS

Women in Consulting, Board member 2004-05

Partner, Silicon Valley Venture Fund (SV2), Partner Advisory Board, Environment and International Affinity Groups, Marketing Communications advisor

Acterra, regional environmental organization, and Sierra Club, national environmental organization

Redwood City Cool Cities

Marketing Consultant (pro bono), Sustainable Silicon Valley