

EDMUND TEE

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For details, please visit: edmundtee.com/about

Key Strengths At A Glance

Program Management

- Recognized by Bill Gates and Steve Ballmer with Innovation Award for work on American Red Cross custom solution.
- Facilitated global collaboration across multiple stakeholders in 104 countries with Open XML Standardization campaign.
- Responsible for \$5m budget on Microsoft Open XML Campaign and tracked global scorecard and KPIs.

Event Management

- Planned and managed Microsoft OpenXML Strategy Meetings (Amsterdam and Phuket, 2007) for the Microsoft field.
- Planned and managed Cisco Cloud Computing World Forum (London, 2011) for Cisco Partner community.
- Planned and managed Acumatica Partner Summits (Washington DC, 2012, 2013).

Content Marketing & Management

- Planned and supported pivot of Group Health Cooperative with senior executives towards content marketing.
- Conceptualized, produced and launched GHC podcast channel on iTunes and Stitcher.
- Led new digital and content marketing teams on an interim basis as a contractor, and served as a trainer and evangelist to help a highly traditional and regulated organization transition towards modern marketing strategies and techniques.
- Used content marketing to drive lead generation, funnel conversion, customer retention and referral.
- Managed the Microsoft Office 2010 Evidence program, which included customer and partner testimonials and case studies.
- Managed several contract publications for Microsoft Asia-Pacific – including the Communications Sector and WW Public Sector.
- Worked as a publisher, journalist and copy-editor at a newspaper and various publications.

Growth Hacking

- Built successful growth hacking engine for a Seattle start-up from scratch. Within 6 months, targeted keyword phrases ranked in top three search positions and are attracting more than 2,100 organic visits a day.
- Used Facebook to identify, engage and quickly build leads for nurturing.

Volunteering

- Deployed by Snohomish County twice to assist disasters:
 - April 2014: the Oso mudslide search and rescue operations
 - August 2015: Eastern Washington wildfire evacuation
- Staff homeless shelter on weekends.
- Built website and content marketing engine as a volunteer for the Woodinville Firefighters Benevolent Fund.

Experience Synopsis

- Over 18 years in media, content, communications and marketing.
- Fair and decisive leader with a strong work ethic.
- Global outlook – wrote English-language articles and case studies for clients in multiple markets. Widely traveled with a solid grounding in the historical and geographical contexts of cultures around the worlds.
- Fluent in English and Mandarin Chinese, with elementary understanding of French, German, and Japanese.

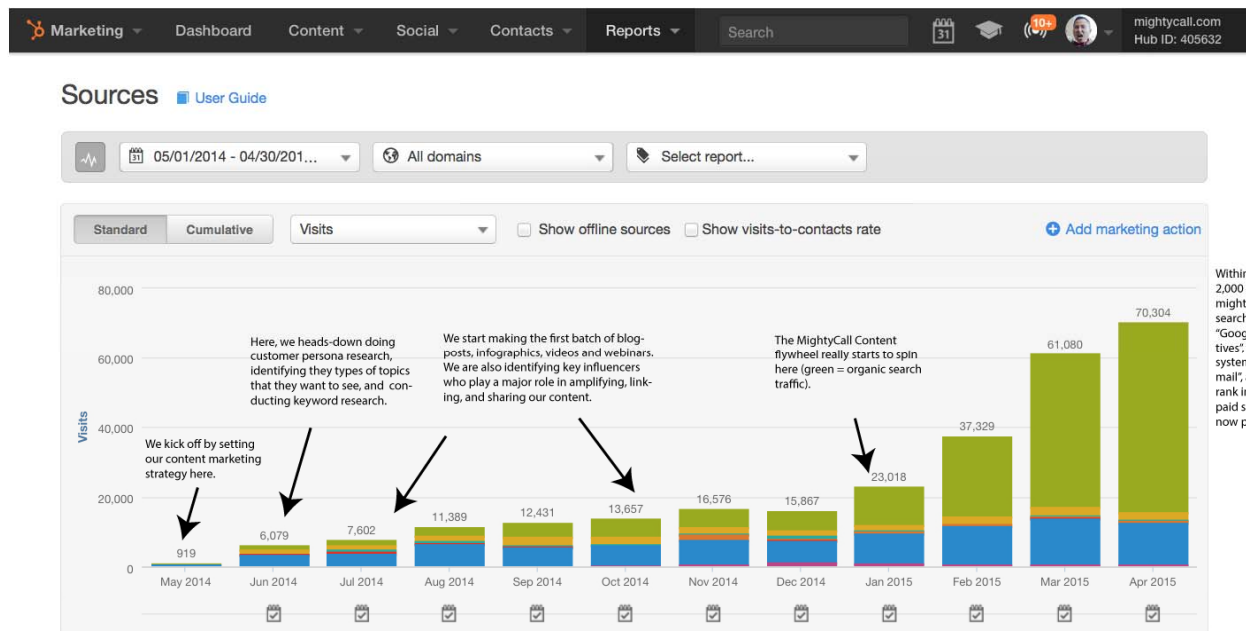
EMPLOYMENT/EXPERIENCE DETAILS

Group Health Cooperative, Seattle, WA
Content Marketing Strategy Consultant and Trainer

2015 – 2016

Hired on an interim basis to lead the transition of Group Health Cooperative’s marketing to a more digital and content focus. Worked with senior leadership to chart the direction, and trained teams to execute. Some highlights include:

- Started “Ed Talks” to help marketing team adopt content marketing techniques, such as video marketing, podcasting, email marketing automation, and social media marketing.
- Instituted discipline in focusing on the metrics to optimize tactics and strategy.
- Served as the interim lead for new digital marketing team. Set goals, mentored team, and hired new team members.
- Conceptualized, trained, produced, and launched GHC Podcasting channel on iTunes and Stitcher.
- Partnered with Bartell Drugs on marketing plan for launches of CareClinic, a chain of 8 retail walk-in clinics in the Seattle area.



Infratel US, Inc (DBA MightyCall), Seattle, WA
Vice President, Communications and Content Marketing

2014 – 2015

Built and owned communications and content marketing for MightyCall.com from scratch, including setting strategy, hiring and training team, conducting audience segmentation research, and overseeing content creation. However, even the best content will go to waste if it is not seen and shared. And so, another key part of my role was to lead the overall growth hacking strategy for the team. We did this by doing a few things well, such as:

- PR and key influencer engagement.
- audience & customer marketing.
- social media marketing.
- real-world events.

Our success is best captured in the chart from HubSpot above (the green bar is organic search traffic).

Xynergies LLC, Redmond, WA
Founding Partner

2007 – 2016

Started a program management company with an initial focus of supporting Microsoft’s global sales and marketing initiatives. Grew the business organically to a modest size of 10 people at its peak with revenues of over \$3 million, and sold it in March 2016. Other clients included Cisco Systems and VeriSign. Personally led the following projects:

- **Acumatica Partner Summit (2012-2013):** Managed the Cloud-based ERP company’s conference for its community of channel 500 partners.
- **Microsoft Digital Crimes Unit (2012):** Worked with law enforcement worldwide to combat online child pornography and child trafficking.
- **Microsoft Office 15 Ambassador Program (2011-2012):** Created a community of the field’s top sellers and coordinated the training and resources needed to make them sales evangelists for the next generation of Office.

- **Cisco Cloud Computing Word Forum (2011):** Plan and executed Cisco's exhibit at the 2011 Cloud Computing World Forum in London, including a pre-day customer seminar for Cisco EMEA.
- **Microsoft Office 2010 Customer and Partner Evidence (2010-2011):** Built the processes to source for, triage, develop and distribute customer and partner evidence in support of account teams and partners. Built social media assets to enhance the sharing of materials.
- **Microsoft Notes Compete (2009):** Accountable for the program to strategically counter efforts by the competition to create sales blockers through fear, uncertainty and doubt. Also created the resources to tactically support sales teams, such as a Notes Compete Escalation Service and the development of case studies around customers abandoning Lotus Notes.
- **Microsoft Open XML Standardization Campaign (2007-2008):** A complex, multi-dimensional initiative across more than 104 countries to counter competitor strategy against the Microsoft Office business through discriminatory procurement policies. Managed entire project, including budget and global KPIs, as well as coordination with multiple business units at Microsoft HQ and subsidiaries around the world.

**Xynergy Pte Ltd (Singapore)
Founder, Managing Director**

2001-2007

Started a marketing communications consulting company for the Asia-Pacific technology sector, which provided turnkey publishing solutions for Microsoft, EMC, and Fuji-Xerox. Also published a magazine for the Asia-Pacific diving community and wrote multiple case studies for Apple, Microsoft, and EMC.

**The Straits Times, Singapore,
Journalist and Copy Editor**

1997-2001

Covered business, defense, crime, and technology beats. Managed interactions with PR agencies in the capacity of deputy lead on Technology Desk. Served a stint as copy editor. Embedded with Australian and Singapore military hospital in Timor L'Este.

**Singapore Armed Forces
Operations Specialist**

1991-1994

Planned and executed missions and acted as liaison to allied forces on joint operations.

EDUCATION & PROFESSIONAL TRAINING

- **University of Cambridge International Exams – General Certificate of Education, Advanced Level:** Graduated top of the Liberal Arts graduating class at Anderson Junior College, Singapore.
- **Bachelors of Arts - Communications Studies:** Graduated top 10% of the class with Honors from the Nanyang Technological University, Singapore.
 - Awarded Singapore Press Holdings Scholarship.
- **Professional Association of Diving Instructors:** Open Water Scuba Instructor.
- **Wilderness Medical Associates International:** Wilderness First Responder.
- **Washington State Community Emergency Response Team:** Team Leader.
- **Hubspot Inbound Certified**

REFERENCES

- **Ken Wye SAW:** In his former role as Vice-President of Microsoft Asia-Pacific, Ken would be able to speak to my ability to build a turnkey content marketing service, as well as to engage, influence and coordinate a global audience of stakeholders.
- **Stijn HENDRIKSE:** As CEO of MightyCall, Stijn would be able to speak to my work ethic and attention to detail.
- **Bill HARMON:** As Assistant General Counsel, Microsoft Digital Crimes Unit, Bill would be able to comment on my ability to engage with external groups as well as operationalize processes; as General Manager, Microsoft Global Standards Engagement, he would be able to speak to my ability to coordinate across multiple timezones and cultures.