## Joel Christopher Messenger: Overview, Project Experience & Career Timeline



Joel is a technology marketing expert that delivers a unique combination of strategic, analytic and creative skills. His work and project experience spans the "technology stack" with a particular emphasis in content management & publishing, infrastructure technologies (web, application, integration, and network services), and IT service management.

**Contact Information** 

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Joel has held Vice President- and Director-level marketing positions for a variety of pioneering software companies and he has delivered proven results for companies ranging from emerging, venture-funded organizations to the largest technology companies in the world. With an undergraduate degree in economics and an MBA, has also served as an industry analyst and has excellent communication skills. His service offering spans from strategy development to delivering the content that generates leads and drives sales.

# Strategy

Create a differentiated product/service offering and launch plan

- Market Assessment
- Industry Research & Analysis
- Positioning & Messaging
- Competitive Analysis
- Go To Market Plans

# Management

Manage the offering and develop effective programs and campaigns

- Product Marketing
- Sales/Partner Training
- Public Relations Management
- Campaign Development
- Lead Generation Programs

# Content

Develop compelling collaterals to support programs and campaigns

- Product Collateral
- High Impact Product Demonstrations
- Business Case Development
- Case Studies
- Executive Whitepapers

# **Selected Projects & Experience**









































## **Career Timeline**

## 1991

Joel Messenger graduates from **UCSD** with honors in Economics.

#### 1996

Joel earns his MBA at Loyola Marymount University, while working full time at Trident Data Systems. He completes coursework in 2 years and graduates with honors in Entrepreneurship.

#### 1997-1999

Initial customers are content management and business process automation vendors. At Glyphica/CoVia, Joel authors several magazine articles, including 1999 Inform Magazine cover story "Document Delivery on the Web."

#### 2000 -

Joel establishes relationship with
Crimson Consulting Group,
providing marketing strategy
services to the "who's who" of
technology including BEA,
BusinessObjects, Microsoft, Nortel,
Oracle, Palm, Sprint and VeriSign.
He helps develop "Economic
Justification" practice.

















## 1991 - 1995

Joel joins Trident Data Systems (now Veridian), a systems integration firm specializing in advanced technologies for the intelligence community. Joel helps to spin off commercial division and becomes **Director of Document Management and Workflow Practice**.

#### 1996

Joel founds
StrategiTech
Corporation in San
Francisco, providing
strategic and
tactical marketing
services to technology
solution providers.

### 1999 -

Joel establishes relationship as an Associate Industry Analyst with InfoTrends/CAP Ventures to provide market research and analytics for the document systems, content management and dynamic publishing segments. He publishes a wide range of market research reports and analyses.

## 2004-2008

Joel helps Rent One Online to launch innovative Software as a Service (SaaS) offering for property managers in the vacation travel segment. He becomes **VP of Marketing** performing all strategic and tactical marketing functions.

#### **Selected Publications**

**Studies & Whitepapers** 



Integration Study: A Real-World Comparison of Application Platform Suite (APS)-Based and Pure-Play Integration Solutions

**Publisher:** Crimson **Date:** O2, 2004

**Author:** Joel C Messenger

**Description:** A "side-by-side" integration solution research study and report that compares BEA, WebMethods & TIBCO.



Enterprise Application
Ownership Experience Feature
Comparison Whitepaper:
A Multi-Vendor Study

**Publisher:** Crimson **Date:** Q4, 2004

**Author:** Joel C Messenger

**Description:** Study and 15 page executive report that analyzes and compares 20 key ownership features across Microsoft, Oracle, PeopleSoft, SAP, and Siebel.



Application Server Platform Management Cost

Comparison: A White Paper

Publisher: Crimson
Date: Q2, 2005
Project Lead/Writer:
Joel C Messenger

**Description:** This 20 page report summarizes a study on the costs associated with the management of application server platforms in medium and large data center environments.

## **Industry Reports**



e-Catalog and Product Content Management Systems and Processes

**Publisher:** CAP Ventures

**Date:** Q4, 2001

**Author:** Joel C Messenger

**Description:** a **150 page** "Comprehensive Analysis of Today's e-Catalog and Product Content Management Systems and Processes."



You Can't Build CRM without Content

**Publisher:** CAP Ventures

**Date:** Q4, 2002

**Author:** Joel C Messenger

**Description:** This **90 page** research study and survey of 800 companies illustrates *Dynamic Content Solutions* as a Key Requirement for Customer Relationship Management Initiatives.



Effective Personalized Communications for Customer-Centric Strategies

**Publisher:** CAP Ventures

**Date:** Q2, 2003

**Author:** Joel C Messenger

**Description:** This **35 page** paper discusses the role of effective personalized communications within the context of customer relationship management and customer-centric strategies.

## **Published Articles** •



Enabling Rapid FDA
Approval in Health Sciences

**Publisher:** Inform Magazine

Date: January 1999

Author: Joel C Messenger

**Description:** Article on use of PDF for clinical trials and FDA approval in Health Sciences.



Document Delivery on the Web

**Publisher:** Inform Magazine

**Date:** February 1999

Author: Joel C Messenger

**Description:** Cover story explaining the strengths and weaknesses of XML, HTML and PDF for presenting information over the Internet.



From Asset Management to Asset Utilization

**Publisher:** Electronic Publishing Magazine **Date:** August 1999

Author: Joel C Messenger

**Description:** Knowing where your assets are is only half the battle, easy access is the other half