

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

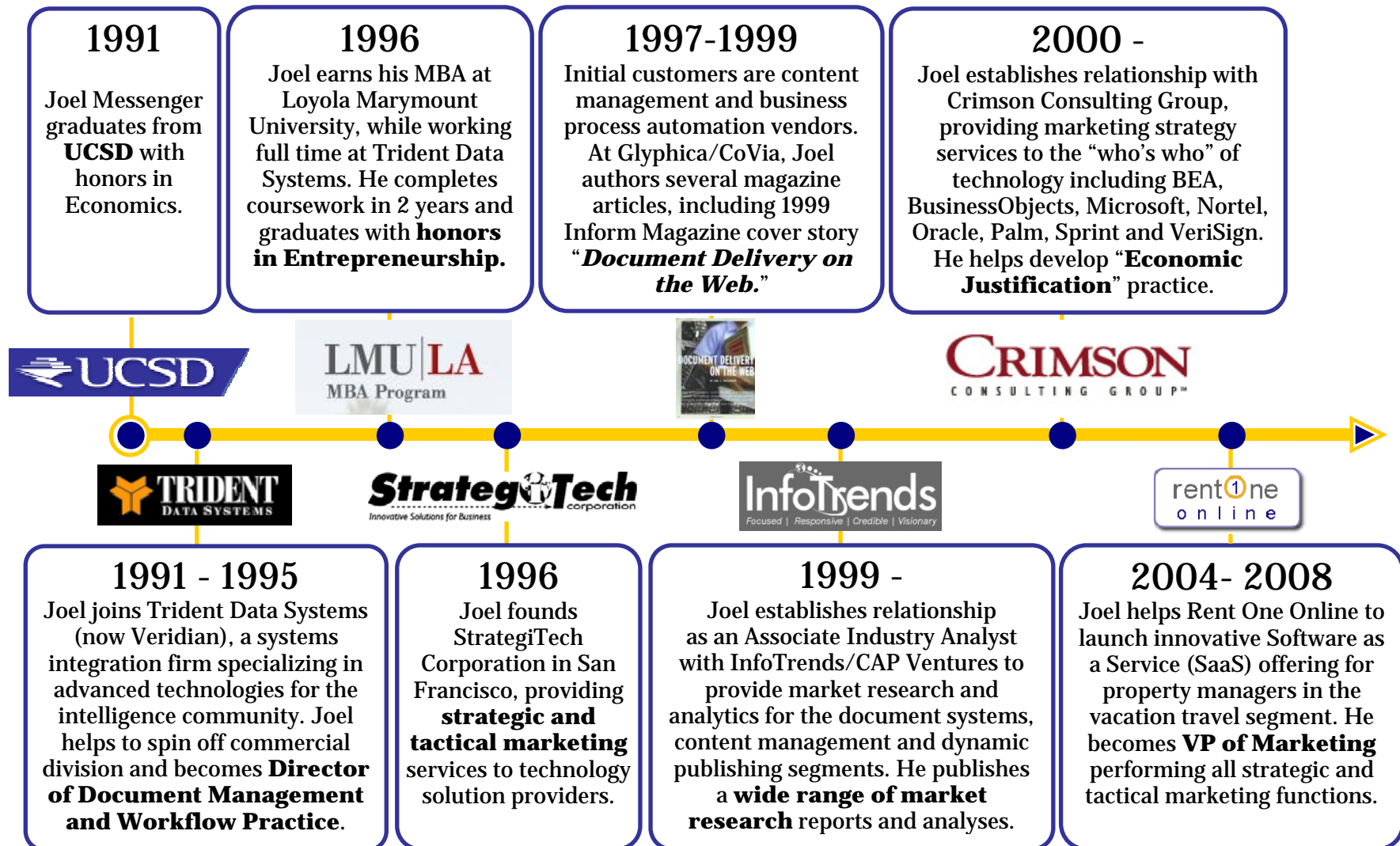
Develop compelling collaterals to support programs and campaigns

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

Selected Projects & Experience



Career Timeline



Selected Publications

Studies & Whitepapers



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

Publisher: Crimson
Date: Q2, 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