

Kenneth N. Jones

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Summary

Ken is a senior-level marketing executive that delivers growth within the cloud, web, and video streaming industries. With broad experience researching, developing, and deploying products, Ken has managed teams that collaborate with engineering and sales teams to profitably generate customer adoption of innovative technology.

Experience

ScientiaMobile / ImageEngine.io

Chicago, IL

VP of Solutions and Business Development

2017 to present

- Internet device detection software used in AdTech, Video, eCommerce, Finance, Gaming, and Medical Devices.
- Grew pipeline and sales of Internet device detection software by over 20% by developing new markets.
- Researched customer needs and developed competitive positioning to differentiate services.
- Engaged with engineering team to help design product marketing architecture, focusing on performance improvements, security, load-balancing, and automated deployment and maintenance.

VP of Marketing

2011 to 2017

- Led successful sales campaigns by creating extensive videos, white papers, case studies, and industry analysis reports. Helped close deals with industry leaders (Amazon, Google, Meta).
- Accelerated content creation cycle time by 50% for written, image, and video using AI marketing and writing tools.
- Launched new websites and drove new SEO optimizations and HubSpot email campaigns that increased traffic, trials, and new customers.
- Managed staff generating advertising, graphics design, conference stands, and technical writing, while keeping within budget and achieving key performance goals.
- Worked directly with sales team for training, collateral development, and direct business development sales calls when industry expertise was needed.

Verge International, Inc.

Chicago, IL

CEO & Founder

2007 to 2017

- Founded and led technology consultancy focusing on marketing and financial modeling.
- Developed interactive ROI and customer benefit analysis for Fixed-Mobile Convergence, Transcoding, Video Teleconferencing, and Mobile Data Experience clients.
- Performed market entry-strategy for streaming video to TV/PC, including media ecosystem financial model.
- Developed integrated Web 2.0 and mobile services, combining exposed telecom APIs with latest streaming video and conferencing technology.
- Managed market assessment and product launch for map-based service, including evaluation of mobile advertising and competitive analysis.
- Advised private equity firm on acquisition of leading peer-to-peer telephony provider and adoption of advertising business model.

BridgePort Networks

Chicago, IL

Director of Marketing

2005 to 2007

- Led market research in mobile VoIP, messaging, multimedia, presence, and enterprise collaboration to prioritize new product development, resulting in 8 trials and 2 carrier launches.
- Wrote solution description, including value propositions, subscriber forecasts, ROI analyses, and technology explanations used by customers and sales channel partners in over 15 countries.
- Implemented marketing plan that established brand equity, resulting in 8 industry awards including the World Economic Forum's Technology Pioneers.

Adventis

Chicago, IL

Senior Consultant

2000 to 2005

- Developed business plan and OSS/BSS framework for \$30 million enterprise mobile virtual network operator.
- Led enterprise software rollout to \$280 million national organization, including process re-engineering and network connectivity to multiple sites, saving over \$15 million.

- Overhauled telecom provisioning processes, improving on-time delivery by 12%.
- Managed team that created balanced scorecard system for next-generation carrier, resulting in a 12-month reduction in timeline for EBITDA profitability.
- Developed network capacity supply management system that improved cycle-time by 15% and optimized timing of \$200 million in capital expenditures.

Exelon/Commonwealth Edison
Senior Corporate Strategist

Chicago, IL
1997 to 2000

- Analyzed and communicated merger strategy to CEO and Board of Directors, resulting in \$15 billion merger and \$180 million in cost savings for electric utility with 5.2 million customers and 17 nuclear reactors.
- Developed 3-year strategic plan across business units and corporate services.
- Coordinated company-wide benchmarking and efficiency program that lowered operational costs by over 25%.
- Re-organized independent generation and delivery business units, increasing internal P&L accountability and improving market valuation of the business units.

A.T. Kearney
Summer Associate

Chicago, IL
1996

- Analyzed \$500 million acquisition of major international transportation company.
- Developed restructuring strategy to increase shareholder value by shedding unprofitable operations and generating new value-added transportation services.

Southern Pacific Railroad
Director of Carload Analysis, Merger Team

Houston, TX and Denver, CO
1995

- Led cross-functional team that analyzed \$3.2 billion railroad merger, resulting in successful restructuring of four major Western rail companies.
- Collaborated with attorneys to present legal and economic arguments to federal regulators.

Manager, Quality Services

1994

- Developed price management database software that increased productivity of marketing staff by 20% and improved customer response time by 50%.
- Established quality teams to solve information management problems of marketing staff.

Market Manager, Chemicals

1989 to 1994

- Developed and implemented marketing strategies to maximize carloads and profit on \$38 million fertilizer revenue.
- Increased revenue by \$16 million and carloads by 46% in 4 years.

Education

Kellogg School of Management, Northwestern University
Master of Business Administration.

Evanston, IL

GPA: 3.75. Majors in finance, management strategy, and transportation. Arkansas Best Transportation Fellow.

Northwestern University

Evanston, IL

Bachelor of Arts with honors in history. GPA: 3.62. Awarded Certificate in Science and Human Culture. Dean's list. Highest GPA of all student-athletes. Varsity fencer, foil.

Skills

- Expert in Excel, VBA, Oracle, SQL.
- HubSpot, Salesforce, Google Ads, WordPress.
- Adobe Photoshop, Illustrator, Premiere Pro, In Design.
- Hobbies include guitar, singing, home renovation, carpentry, hiking, and juggling.