

CAROLINE A. MURPHY

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SUMMARY

I am a tech-savvy sales and marketing specialist with over 10 years of experience doing client services, partnership development, community management, and evangelism. I am a passionate leader with deep roots in the Boston community and an impeccable reputation for being able to deliver.

EDUCATION

May 2011 **Masters of Business Administration:** Babson College, F.W. Olin School of Business
Concentration in Technology, Marketing, Product Management & Development

May 2006 **Bachelor of Arts:** Barnard College, Columbia University
Major: Environmental Science

WORK EXPERIENCE

Current - **Cybereason | Boston, MA**
Oct. 2017 *Cybersecurity software-as-a-service and services company.*

Director of Channel Marketing

My role at Cybereason includes everything from conceptualization to execution at every stage of the Partner lifecycle; attraction, training and onboarding, sales enablement and acceleration, and retention. I develop programs, incentives, and process to help our partners succeed and grow our business via the channel.

Oct. 2017 - **Intrepid Pursuits LLC | Cambridge, MA**
Dec. 2015 *Custom software design, development and strategy services.*

Director of Marketing, Business Development

As the first executive marketing and business development hire at Intrepid, my job was to provide teaching and direction for my team, as well as create and manage all marketing efforts for Intrepid. Additionally, I handled new business relationships, partnerships, and outbound sales efforts. Occasionally, I would act as product strategist for client work, as this is a major skill-set of mine.

Dec. 2015 - **Kinvey | Boston, MA**
Oct. 2012 *A Backend-as-a-Service provider.*

Head of Product Marketing | Dec. 2014 - Dec. 2015

This role included all aspects of product marketing, evangelism, sales support and content creation for the premier mBaaS Platform on the market. Our focus was on marketing to the enterprise.

Client Services Director Nov. 2013 - Dec. 2014	<p>This role included sales, and account management for clients bringing apps to market, managing the Kinvey Developer Community, and working with front-end app development partners to deliver apps for clients.</p>
Solution Partner Lead/Developer Evangelist Oct. 2013 - Nov. 2013	<p>This role focused on building our partner channel for the enterprise, working closely with local area development agencies to build relationships and deliver solutions.</p>
Oct. 2012 - Sept. 2011	<p>Brass Monkey Boston, MA <i>A mobile technology platform connecting smartphones to web browsers via web sockets.</i></p> <p>Director of Operations This role included financial, facilities, IT, legal and HR management. Additional duties include project management, marketing, accounting, business development initiatives.</p>
Aug. 2011 - Jan. 2011	<p>Fire Hose Games Cambridge, MA <i>An independent game studio.</i></p> <p>General Manager Management of the independent game developer businesses. My areas of focus included marketing/PR, business development, finance, and project management for a 6-person independent game company.</p> <p><i>Other work experience, publications, and volunteer work detailed on LinkedIn profile.</i></p>

OTHER RELEVANT EXPERIENCE

Current - Jan. 2012	<p>Boston Festival of Indie Games (FIG) Cambridge, MA <i>A nonprofit company dedicated to the promotion of independently created games.</i></p> <p>Founder, CEO, Board of Directors 2015 - Current Taking up the CEO mantle for FIG, I set strategic direction for the nonprofit organization. I handle all of the fundraising efforts for the organization, bringing us out of a deficit following 2014 to two of the most profitable years on record, anticipating even higher returns for 2017. I oversaw festival production for our 2015 and 2016 years, drawing over 3000 attendees each year. I manage a team of over 30 volunteer staff, have retained and promoted 7 VP's, 6 board members, and trained a new festival chair for our 2017 year. I successfully launched two conference-style events (FIG Talks) as we continue to develop educational outreach programming (FIG Learns and FIG Forward).</p> <p>Founder, Board of Advisors 2014 In the 2014 year of FIG, I stepped back from the production role on FIG and served on the advisory board.</p>
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Founder, Producer, Finance Chair | 2012 - 2013

In two years, FIG grew to thousands of attendees at our annual festival. My role included finance, sales, & production oversight of the first and largest independent game festival in the greater Boston metro area. I managed a team of 15+ people throughout the 2012 and 2013 years.

Current -
Aug. 2011

Boston Indies | Cambridge, MA

A community organization with over 500 members dedicated to independent game creation.

Community Manager

As community manager, I attend to the independent games community in the greater Boston area. We host monthly meetups that feature industry-relevant talks, demo nights, and other content aimed at helping game creators be successful. My role includes organization of meetups, overseeing community standards for online and in-person interactions, and welcoming newcomers to the organization.

Current -
Oct. 2015

Incantrix Productions, LLC

Wondrous Events. An immersive theater production company.

Founder, Chief Creative Officer

I act as the sole game designer on all of Incantrix Productions' live events, including but not limited to choose-your-own-adventure style live events, interactive immersive theater events, and an ongoing Alternate Reality Game-style storyline.

Current -
Fall 2017

Northeastern University | Boston MA

Adjunct Professor, Games

As part of Northeastern's Games program, I teach a grad-level course on business models in games.

Spring &
Summer
2017

Massachusetts Institute of Technology | Cambridge, MA

Guest Lecturer, Game Design

As part of MIT's Games program, I teach a session on entry-level puzzle design concepts and practical applications.

Advisor, MIT Play Labs Accelerator Program

As an advisor for the MIT PlayLabs accelerator, I teach a session on go-to-market strategy, business models, and marketing and advise companies on an individual basis.

2016

Harvard University | Cambridge, MA

Guest Lecturer, Game Design

As part of Harvard's Women in Engineering program, I teach a session on entry-level game design concepts and practical applications.