

Claudia B. Kalantar

PROFILE

Entrepreneurial marketing professional with more than 25 years of experience in corporate, academic and not for profit environments

Motivated management style with a record of building and leading highly motivated teams in both start-up and established corporate cultures

Marketing and Management Expertise:

- Brand Development
- Strategic and Marketing Plans
- Budget Development, Management and Control
- Agency Management
- Advertising & Promotions
- International Product Development
- Strategic Partnerships/Co-Marketing
- Contract Negotiations
- New Product Development
- Not for Profit Fund Raising and Recruitment
- Primary and Secondary Market Research
- Building Cross Functional Team Consensus
- Product Lifecycle Management
- Competitive Analysis
- Product Trends/Analysis
- Forecasting

Professional Experience

Regis University

1998-Present

Senior Lecturer, Program Director-Marketing, Full Time Lecturer, Instructor of Practice, Affiliate Faculty, Curriculum Coordinator for Marketing Department, Anderson College of Business and Computing

- Responsible for all Program Director activities for Marketing organization, including course scheduling, course revisions, catalog updates, HLC accreditation support
- Teach graduate and undergraduate marketing courses including: Introduction to Business, Marketing Principles, Sales, Marketing Opportunity Assessment, Marketing Communication, Marketing Strategy, Product Management
- Course Development and Course Maintenance

AT&T Mobility Services

2005-2015

Director, Product Marketing/Product Management

- Responsible for product management (4P's) of several mobility products
- Responsible for channel readiness for the mobility portfolio
- Responsible for sales and customer experience for the mobility product portfolio including the management and evaluation of multiple product strategies while maintaining optimum customer experience
- Responsible for the alignment of business case objectives with the implementation of strategic wireless initiatives
- Work and maintain relationships with Legacy Cingular, Customer Care, AT&T Labs, Networking & Engineering, CFO, Global Sales Enablement, and Sales
- Define wireless product roadmap
- Select and deliver leading-edge device product mix on time and on budget
- Competitive analysis
- Device brand management
- Serve on Marketing/Offer team, leading device portfolio marketing
- Negotiate vendor contracts
- Develop, implement and manage device accessory program

TensorComm

2002-2004

(Wireless Start-Up in Semi-Conductor Space)

Executive Director, Market Development

- Brand development and launch of complex brand, crossing multiple market segments
- Led relationships with wireless handset manufacturers
- Developed strategy to gain market entry
- Directed agencies to develop and execute all marketing programs
- Trade show management to introduce new brand and product to wireless industry
- Led development of website design and launch

USA Wireless Technologies

2001-2002

Vice President – Marketing

- End to end responsibility for the development and launch of company's new name and brand
- Responsible for the development and implementation of all marketing measurements and reports
- Responsible for company promotional programs and campaigns
- Responsible for new product selection, procurement and launch
- Managed the product mix and product life cycle for entire portfolio of aftermarket and OEM wireless telephone accessories
- Managed the development and delivery of company training curriculum to external customers and internal sales team
- Developed, implemented and managed company marketing strategy

Qwest Wireless

1996 – 2001

Director Marketing, Subscriber Equipment

- Responsible for the development of strategic alliances, contracts and partnerships with major wireless handset manufacturers including, Kyocera, Nokia, Motorola, Samsung, LG and Audiovox
- Developed marketing strategy for wireless handsets, data devices and accessory portfolio, including negotiations and purchasing within a \$300 million budget
- Led the wireless equipment Product Development and Product Management team in the advertising, marketing and distribution of wireless equipment
- Led vendor management and the development of purchasing strategies to ensure pricing and cost efficiencies for the entire equipment portfolio
- Determined product mix
- Worked closely with RF engineers to determine handset test plans/specs and to coordinate testing, quality control and integration with wireless services
- Responsible for equipment inventory turns and inventory control
- Member of Product Management Leadership Team in the deployment and marketing of all wireless services
- Served as member of the original team for the start up of Qwest Wireless, including the negotiation of CDMA wireless infrastructure and all wireless devices

Prior Qwest Experience

1985-1996

Marketing Manager – Residential Business Unit

- Member of management team that led the start up of Home and Personal Services – Qwest Residential Business Unit

New Product/Business Development Manager

- Developed and introduced Caller ID, Screen Phone and Wireless services to a 25 million Qwest (US West) customer base.
- Held overall management responsibility for subscriber equipment, channel management, marketing strategy development and vendor selection for Caller ID units, Screen Phones and Wireless handsets.
- Managed strategic planning process for new product development, ensuring a consistent approach in each stage of analyzing variables such as competitive presence, price and market conditions.
- Managed the development of primary market research including focus groups and surveys.
- Worked with advertising agencies to develop and select promotional campaigns
- Managed sales teams to develop and present product and promotional training
- Conducted competitive analysis research and developed SWOT analyses

ADDITIONAL EXPERIENCE

2002 - Assistant Chair of the Consumer Electronics Association (CEA) Accessories Division

2002 - Guest Speaker at the Consumer Electronics Show, Marketing Wireless Accessories

2002 – Marketing consultant for Entergy (Southeast’s largest gas and electric company)

EDUCATION

Master of Business Administration - University of Phoenix

Master of Education - University of Arizona

Bachelor of Arts, Journalism – University of Arizona

COMMUNITY SERVICE

President, Board of Directors – Diana Price Fish Cancer Foundation

Chair – Development Committee – Diana Price Fish Cancer Foundation
(led Founder’s Ball planning – flagship fund raiser for organization)