

Strategy Development & Leadership in High Tech Firms

John Schneider

Vice President of Product Marketing

Jive Software

Abstract:

Interested in how a business leverages collaboration technology to innovate and grow? Jive provides a central place to collaborate openly and securely across platforms, geographies, customers and partners to solve some of the toughest challenges businesses face today. John Schneider will provide insight into how collaboration technology is changing the workplace, while also providing a glimpse behind the scenes as to how a company builds a competitive market position.

About the speakers:

John Schneider is Vice President of Product Marketing at Jive Software, the leading provider of communication and collaboration solutions for enterprise businesses. Jive provides a central place to collaborate openly and securely across platforms, geographies, customers and partners. John and his team are responsible for the go-to-market strategy and outbound communications for the product.

As an accomplished Silicon Valley professional, he has spent his career as a strategy and marketing expert. Before joining Jive Software, Schneider held a broad range of technology related positions. Most recently, he was a founding member of eBay Enterprise, leading the west coast marketing strategy practice centered on delivering demand generation strategy services for B2B companies. Before eBay, he worked for LEVEL Studios (a Publicis company,) as an Account Director. Prior to that, he worked for Seagate Technology, where he led strategic IT portfolio initiatives. He also worked at Deloitte Consulting, supporting Fortune 500 clients such as HP, Lucent, and SGI.

With a strong background in consulting, Schneider's passion centers on assisting global organizations to define and implement marketing strategies that strengthen brand presence and program effectiveness. It is this passion that led to holding a lecturer position at the Leavey School of Business since 2007. He teaches Business Capstone to the senior graduating class.

Schneider holds a Bachelor of Science degree in Business Administration from California Polytechnic State University, San Luis Obispo, a minor in French from Aix-Marseille III University in Aix-en-Provence, France, and an MBA from Santa Clara University.