



## John E. Ford

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### Experienced Sales & Marketing Executive

John Ford is a Partner at Aperio Insights, a consulting agency focused on helping technology companies drive ideas from concept to creation.

He has spent over 20 years in high-tech, working for industry leaders such as Nokia, Telcordia, Motorola, ADC, and Convergys. John has held leadership roles in marketing strategy, program management, product management, business development, sales and market operations.

### Proven Leadership

Throughout his career, John has driven sales, marketing and operations innovation – guiding his companies into new vertical markets, making improvements in their go-to-market strategies, establishing key partnerships and alliances, executing new product management initiatives and developing new processes to fuel market share growth.

Successes include directing Nokia's next generation handset go-to-market strategy, resulting in the most successful North American launch in the history of the company. As a key member of the leadership team at ADC and Telcordia, he helped turn-around business unit performance by re-defining the role of pre-sales in account pursuit and partner support, establishing training as a profit center,

and leading change management initiatives around CRM, product launch and lifecycle management (PLM).

### Go-To-Market Professional

John is passionate about helping companies shorten the time required to successfully convert ideas into revenue. He understands the importance of orchestrating new product development with sales, marketing and support/delivery teams to successfully take ideas from concept to commercialization.

He uses a practical approach that integrates the latest "best-in-class" tools, including Social Media to help companies build a go-to-market strategy that is both repeatable and scalable. John is recognized by clients for his ability to quickly liaise across their organizations to help streamline processes to improve go-to-market execution.

### Subject Matter Expert

John has been published in S-Business, a Technology Professional Services Association (TPSA) publication, highlighting the importance of training professional services to help drive account growth. He has also co-chaired Frost & Sullivan forums on best practices for implementing win/loss programs and CRM initiatives.

John holds an MBA in Marketing from Rollins College, and a BA in Business Management from Stetson University. He is an active member of the Entrepreneur's Foundation for North Texas (EFNT).

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