

JOSHUA R. TOWNSEND

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PRODUCT MARKETING MANAGER | CLOUD & VIRTUALIZATION STRATEGIST | NON-PROFIT EXECUTIVE | COMMUNITY SERVICE ADVOCATE

Blending 20+ years in tech leadership spanning technical and product marketing, evangelism, management, and hands-on architecture and implementation of datacenter and SaaS technologies. I'm driven by creativity, curiosity, and a passion to act as a servant-leader as seen in my dedicated service as a volunteer firefighter/EMT and President of the non-profit volunteer fire company in my community.

PROFESSIONAL EXPERIENCE

Product Marketing Manager - VMware, Palo Alto, CA (Remote) Dec 2013 – Jan 2024

As a Product Marketing Manager at VMware, I spearhead the market positioning and messaging for VMware Cloud Foundation, fueling awareness and engagement across a diverse spectrum of stakeholders – from industry influencers to customers and partners. My focus encompassed VMware's full-stack hyperconverged infrastructure solutions tailored for Private, Hybrid, and Multi-Cloud deployments, with a particular emphasis on VM and Kubernetes-based application environments supporting modern apps, including Artificial Intelligence (AI) and Machine Learning (ML) workloads.

Key Contributions:

- Crafted and articulated compelling product positioning and messaging that distinguishes VMware offerings in the marketplace as products converted from perpetual to subscription and SaaS.
- Orchestrated successful product launches and campaigns by coordinating efforts across product management, engineering, corporate marketing, and creative teams.
- Designed and created marketing content and collateral, ranging from presentations to published articles, that resonates with target audiences and fortifies our brand narrative.
- Fostered synergies with OEM, go-to-market (GTM), and technology partners to align joint messaging and sales motions globally.
- Empowered sales teams, channel partners, and technology partners with tailored product messaging and enablement content, amplifying our market reach and resonance.
- Translated technical product specifics into clear business benefits, supported by data-backed claims to support customer decision-making.
- Deepened customer insights through meticulous market research, segmentation analysis, and direct engagements, shaping our thought leadership, analyst engagement, and industry dialogue.
- My approach intertwines technical acumen with market-centric strategies, enabling me to translate complex product details into relatable value propositions and drive measurable market engagement.
- *Progression: Technical Marketing Manager, Sr. Technical Marketing Architect, Product Marketing Manager*

Virtualization Practice Manager - Clearpath Solutions Group, Herndon, VA Jan 2012 – Nov 2013

Responsible for ensuring technical excellence in all things VMware-related across sales, marketing, and professional services efforts. As the lead SME for VMware and cloud technologies, I acted in the role of a technical enabler, evangelist, and leader to Clearpath's outstanding team of consultants and engineers, as well as customers in the Washington DC metro area, Baltimore, Boston, and Atlanta. Specific accomplishments include:

- Determining customer requirements and designing VMware-based solutions architectures spanning VMware's product portfolio from the vCloud Suite to the Horizon Suite to meet the functional and business requirements of a range of clients of various sizes and across verticals.

- Developing technical marketing collateral, including product and services slicks, sample service offerings SOWs, and technical presentations for customer briefings, industry events, and publishing on corporate blog.
- Educating customers and internal staff on VMware product offerings and best practices for combining solutions to create private and hybrid clouds.
- Mentoring and providing quality assurance oversight to professional services engineers during technical engagements to ensure that VMware solutions were delivered in accordance with best practices and professionalism.
- Performed hands-on technical implementation, troubleshooting, and remediation on complex client projects requiring high-touch or strategic vision.

IT Manager, Virtualization Practice Lead - Tiber Creek Consulting, Fairfax, VA Feb 2009 – Jan 2012

Architected, implemented, and maintained a 150-server, 100% virtualized environment supporting Exchange, SQL, SharePoint, Active Directory, and a mixed Microsoft and Adobe development environment. Oversaw operation of and provided consultative architecture, systems management, and troubleshooting support to our Department of Defense (DoD) clients' environments in the Pentagon and National Guard Bureau running VMware-virtualized OLTP and OLAP SQL workloads, web portals, and data analysis environments.

Principal Virtualization Consultant - IronBrick Associates, Vienna, VA Oct 2008 – Feb 2009

Planned, designed and implemented enterprise solutions involving VMware, NetApp, and Microsoft Technologies. Experience with the design, architecture and implementation of Virtual Infrastructure environments using VMware VI, Virtual Center, Lab Manager, DRS and HA. Designed and Implemented Microsoft Active Directory Environments. Experienced in Microsoft Exchange, Microsoft SQL and Microsoft Share Point implementations and migrations. Hands-on experience with iSCSI, NFS and Fibre Channel protocols on NetApp storage.

Global IT Manager - Approva Corporation, Reston, VA Sept 2005 – Sept 2008

Led an enterprise-wide virtualization effort, overseeing and personally completing vendor/hardware qualifications, architecture/design, installation, configuration, migration and documentation. Reduced the company's server hardware footprint by 60% leading to savings in power and cooling. Leveraged highly available VMware Virtual Infrastructure environment to improve server availability, reduce workload for IT staff, and automate server deployment for various business units. Environment supported both production and development environments containing hundreds of servers running SQL, IIS, Exchange, SharePoint, SAP, Oracle, PeopleSoft, and Approva's BizRights governance, risk, and compliance software.

EDUCATION & CERTIFICATIONS

B.A., Political Science & International Relations, Messiah University, Grantham, PA. Honors: cum laude

US Department of Defense Secret Security Clearance

Industry Certifications & Training: Multiple professional certifications from VMware (VCP, VSP, VTSP, VCAP), Microsoft (MCSE, MCSA, MCITP), Amazon Web Services & CompTIA

PMC-III (Foundations, Market, Launch), Pragmatic Marketing Institute

PUBLISHED WORKS & PUBLIC SPEAKING

- Author: [Virtualization 2.0 for Dummies](#) (2015)

- Blogger on VMware's public blog site (2013-2022).
- Creator and blogger of <http://vmtoday.com>, sharing virtualization news, views, and lessons learned with the greater IT community.
- Presenter at numerous industry events: VMworld, Dell Technologies World, EMC World, VMware User Group, and VMware vForum. I regularly received high scores from attendees for quality of presentations.

AWARDS, VOLUNTEER ACTIVITY & COMMUNITY INVOLVEMENT

President – *Ashburn Volunteer Fire and Rescue Department, Ashburn, VA* 2019 – Present

Chief executive officer (volunteer position) for a multi-million dollar, volunteer-led non-profit organization with a direct mission to provide front-line life and property-saving emergency response to our citizens. As the company's president, I invest my nights and weekends in setting strategic goals, executing the day-to-day management of the business, and collaborating with local government officials to ensure that the highest quality of service is being provided to our constituents. I lead front and back-office efforts, including development, fundraising, marketing, grant-writing, advocacy, human resources, IT, and government relations. I work hand-in-hand with the fire chief and other operational staff to ensure the efficient delivery of life-saving services to the residents of the Ashburn, VA and greater Loudoun County, VA community. I am a tireless advocate for and strive to enable a culture of pride, shared ownership, creativity, collaboration, accountability, and safety across both operational and administrative sections of the department. *Progression: Elected to 3-year term on Board of Directors (Dec 2016), Elected Vice President (December 2017), Elected President (December 2018)*

Volunteer Firefighter / Emergency Medical Technician at Ashburn Volunteer Fire and Rescue Department

- Currently hold the rank of Captain, leading a crew of firefighters and EMTs through training, development, and all-hazards emergency response.
- Fire Instructor of the Year (2022) – Loudoun County Fire Rescue
- Firefighter of the Year (2016) – Ashburn Volunteer Fire and Rescue Department
- Rookie Firefighter of the Year (2015) – Ashburn Volunteer Fire and Rescue Department
- Top Student (2015) – Loudoun County Combined Fire Rescue System Firefighter Academy

VMware vExpert Awarded 2010, 2011, 2012, 2013, 2014 for going above and beyond to share my technical expertise and communicate the value of VMware and virtualization to my colleagues and community.

EMC Elect Awarded 2013 & 2014 for contributions to the EMC community.

Leader/Advisor of the **Washington DC Metro VMware User Group**, responsible for planning user group meetings, coordinating vendor sponsorship, and engaging the VMware community through leading meetings, social networking, and personal interaction.

English Teacher in Hanoi, Vietnam (1996) and Haiphong, Vietnam (1999)

VALUES

- People First: Family, Team, Community
- Honesty, Integrity, Craftsmanship, Service
- Inquisitive and a fast learner who can quickly adapt knowledge to new and changing circumstances.
- Strong ability to analytically troubleshoot complex problems and quickly implement innovative solutions.
- Establish quick rapport with others through teamwork and cooperation.
- Ability to clearly and concisely communicate orally and in written form.
- Skilled at adapting writing style and content to meet the needs of my audiences.
- Possess the ability to plan and organize events and projects independently.
- Exceptionally detail-oriented and able to balance multiple priorities simultaneously.