

MARKETING

More resume stuff for KEN BARLOW



Getting My Start at IBM

- Created **"ATP Marketing"**, a 2-page positioning brief that distilled mainframe networking advantages from technical documents, helping 140+ IBM programmers/testers understand the market value of their product.
- Pursued an **MBA in Marketing & Public Policy at Indiana University** (then ranked #6 nationally), tailoring coursework to my interest in technology and civic innovation.

Marketing Government Innovation

- Recruited by Mayor Stephen Goldsmith to **launch IndyGov**, one of the nation's first comprehensive city/county websites.
- **Packaged the mayor's ambitious demand** for two new online services per month into a compelling innovation story, combining citizen-focused navigation with staff-owned departmental content.
- Created the **"5 Phases of E-Government" model** (published in Government Technology) positioning IndyGov as a national leader in digital strategy.
- **Achieved national recognition**: Best Local Government Website (Government Technology, 1998), and winner of Best in Government Website at Comdex '98, beating out the Library of Congress and Texas State Legislature.
- Established IndyGov as a **brand for civic innovation**, cementing the Mayor – an exceptional visionary in his own right – as a thought leader in the emerging digital e-government space.

Branding & Growth Strategy for eGov Strategies

- **Co-founded eGov Strategies**, growing from startup to a national footprint of 200+ CMS clients and 750+ payment clients, processing \$1.5B annually in transactions.

- **Created marketing and training manuals** for the eGov Manager platform and Enterprise Payment Portal – serving both as primary marketing assets and practical guides for 250+ governments.
- **Simplified complex software** into plain-language, user-friendly guides, enabling non-technical city staff to self-manage web content, citizen service centers, and payment tools.
- Championed the **“Constanza Principle” strategy**: instead of chasing large cities, targeted smaller municipalities with right-sized, scalable solutions – unlocking new markets and driving steady, sustainable growth.

In reflecting back on a brief, failed dot-com company, I proposed:

“If everything that the previous company did failed ... we should just do the opposite.”

Marketing Materials & Storytelling Assets

- Produced **client-facing roadmaps for 250+ governments nationwide**, turning discovery interviews into strategic deliverables that doubled as both plans and marketing assets.
- Authored **case studies, white papers, and RFP responses** that showcased client successes and reinforced eGov’s trusted reputation in the municipal tech sector.
- Delivered **national conference presentations and sales collateral** highlighting measurable outcomes and customer impact, elevating eGov’s brand as a leader in local government technology.