

# SUSAN WALTHER

San Francisco, CA • (415) 596-0286 • [LinkedIn](#)

## SENIOR BRAND AND OPERATIONS PROGRAM MANAGER

Strategic program leader with 13+ years in brand and creative management. Builds scalable workflows and implements tools to support high-volume content programs, including campaigns and branded assets, with speed, consistency, and impact. Proven track record of driving cross-functional delivery and aligning stakeholders across global teams.

- Strategic Program Alignment
- Campaign & Project Management
- Anticipate & Mitigate Risks
- Cross-Functional Collaboration
- Process & Resource Optimization
- Performance Monitoring & Reporting

## PROFESSIONAL EXPERIENCE

### BROADCOM, Palo Alto, CA • 2023 – 2025

#### *Senior Manager, Brand and Operations*

Led and managed targeted programs that drove organizational initiatives, ensuring brand alignment with company goals and stakeholder priorities. Oversaw program execution, tracking key milestones, and providing structured reporting to leadership teams.

- Developed and managed asset delivery and roadmaps across multiple company wide brands for Semiconductor, Software, Hardware, and SaaS divisions. Led brand deliverables for Broadcom's Enabling AI Infrastructure event, showcasing AI advancements that contributed to a 20% stock increase, propelling the company into the \$1 trillion market cap club.
- Led implementation of org-wide project management platform for 50K+ users, streamlining workflows, reporting, and resource planning while giving leadership and stakeholders clear visibility into progress, risks, and priorities across key programs.
- Drove executive stakeholder engagement through key initiatives, including producing five executive-level videos for the Global Strategic Alliances (GSA) Awards Ceremony highlighting CEO Hoc Tan's leadership achievements, ensuring PR alignment and managing timelines, script development, and expedited post-production with communications teams.
- Oversaw 25% of the company's 900+ annual creative projects, directing workflow for a 10-person in-house multi-media brand team and ensuring alignment with corporate marketing objectives.

### VMWARE, Palo Alto, CA • 2014 – 2023

#### *Senior Manager, VMware Brand Experience*

Informed enterprise-wide brand strategy and ensured seamless operational delivery of high-visibility initiatives driving business transformation and brand awareness. Led a 9-member project management team overseeing global launches and creative asset production. Built strong client relationships, streamlined processes, and drove executional clarity through detailed briefs.

- Guided and managed the flagship event VMware Explore, effectuating a remarkable cost-saving of up to \$200K annually through an internal approach, elevating the event into a highly successful and esteemed brand asset.
- Spearheaded the management of an all-encompassing alignment of the product portfolio for Global Play Systems (GPS), a impactful Go-to-Market (GTM) and social media campaign.
- Led shift from transactional intake to a purposeful project selection, outsourcing collateral to boost design quality and free up time for focused creative work.
- Streamlined workflows and introduced automation in the project management platform used by 2K+ users, increasing time for focused brand work by 60% and improving visibility through enhanced reporting.

## SUSAN WALTHER

San Francisco, CA • (415) 596-0286 • [LinkedIn](#)

### ECCOLO Media, San Francisco, CA • 2013 – 2014

#### *Senior Project and Account Manager, Marketing*

Led content creation for tech clients ranging from Fortune 500s to niche firms, managing a 20-member creative team and fostering a collaborative, idea-driven culture. Gained hands-on agency experience through direct client and account engagement.

- Conceptualized and executed new business development initiatives, resulting in the acquisition of key accounts instrumental to the agency's growth.
- Led a critical annual survey program tailored for IT executives, a landmark endeavor that significantly contributed to the agency's success by actively participating in research, production of digital media, and the creation of a digital book, which resulted in revolutionizing information dissemination and enhancing forecasting for IT decision-makers.
- Engaged with emerging startups in San Francisco to offer content expertise and account services for building partnerships and expanding the agency's footprint within the dynamic startup ecosystem.

## PRIOR EXPERIENCE & INTERESTS

### **Internal Web Communications and Project Manager, Creative Services, at Wind River (2008-2012)**

- Managed IT internal web site consisting of more than 12,000 pages in total, designed and managed creative assets for projects and program deliverables.

### **Graphics Editor and Design Specialist, at Jupiter Research (2005-2008)**

- Designed and illustrated original concepts and graphics for 10 research coverage areas.

### **Photography (2000-present)**

- Photo assistant (NYC) and photographer specializing in abstract landscapes and visual storytelling.

## EDUCATION

**Bachelor of Fine Arts** – New York University, Tisch School of The Arts/New York, NY

**French/Art History** – Université De Paris-Sorbonne, American Institute of Foreign Studies/Paris, France

## CONTINUING EDUCATION

**Cornell University/Course in Critical Thinking** – Problem solving using evidence and critical thinking (2023)

**Content Marketing World** – Content strategy and creation, storytelling, SEO optimization, audience engagement (2019)

**San Francisco Digital Summit** – Digital strategy, content, data/analytics, SEO and SEM, UX design, Generative AI (2021)

## TECHNICAL PROFICIENCIES

Adobe Creative Cloud and Workfront • Writer AI • MS Office Suite & SharePoint • Chat GPT • Google Workspace