



Kathleen Norton-Schock
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Kathleen Norton-Schock is **Area Marketing Manager, Midwest** for **SolidWorks Corporation**, the leader in software that helps companies and engineers design, validate, document and manage better products. In that role, Kathleen works with twelve VARS (Value Added Resellers) for SolidWorks to increase their marketing effectiveness in the Midwestern sector of the United States.

Kathleen came to SolidWorks from a three year stint as Regional Market Director for the Great Lakes Region for CA (formerly Computer Associates International). In that role, she extended the CA message to the greatest number of potential clients in a three-state region; and managed all regional advertising, public relations, trade show activity, events, and integrated marketing campaigns for a diverse team of sales, service, and support professionals.

With a 29-year career in executive management and marketing in the information technology field, Kathleen has had in-depth experience in managing full profit & loss operations, product management, brand management, strategic planning and tactical marketing.

For three years, she was President and General Manager for Telecorp Products Inc., a \$10 million contact center software company in Michigan. She was also Regional Vice President of Sales for market research vendor Mentis Corporation (purchased by the Gartner Group).

For almost a decade, Kathleen was Worldwide Product Line Manager, global financial market solutions, for Unisys Corporation, responsible for an integrated P/L of over \$100 million. Among her many accomplishments at Unisys, she and her team achieved a 570% worldwide increase in Unisys revenue from financial hardware/software solutions, over an 8 year period of time.

Kathleen also has been Manager of Industry Analysis and Domestic Program Marketing Manager for both Exxon Office Systems, in Stamford, Connecticut, and Dictaphone Corporation, in Rye, New York. She began her career as a Market Research Associate/Focus Group Facilitator for Quantum Science Corporation, one of the first research companies to serve the information technology industry, in its infancy.

In her community service life, Kathleen serves as Vice President of Marketing, and on the board, of the Michigan Council of Women In Technology and its Foundation. She also belongs to Automation Alley, the Michigan chapter of the American Marketing Association, NAWBO, and Inforum (formerly the Detroit Women's Economic Club).