

Nomination Statement:

Cathi Lane, Ixia

Position Sought:

Marketing Awareness and Education Committee Vice-Chair (PR)

Cathi is Director of PR at Ixia, a leading provider of IP performance test systems. She has more than 12 years experience in corporate and agency environments with experience in fast growth, turnaround, stable and downsizing environments. She specialized in technology with broad understanding of wireless and wireline services, analog and IP technologies, hardware and software. Lane also demonstrates effectiveness in developing corporate image, product launch, business expansion and re-positioning. She is results-oriented, has excellent writing and leadership skills, and is a team player and builder.

At Ixia, she works independently or in cooperation with marketing peers and executive management to determine program development, content, and day-to-day oversight.

She supervises outside agencies and consultants; establishes goals and evaluates performance against goals. Lane is responsible for developing and maintaining media relationships with marketing and other executives that will lead to trust and mutual support. She develops and controls PR budgets, and contributes to the development and implementation of new processes.

PR goals are aligned with overall market development goals using the full range of tools and techniques including press campaigns, analysts relations, speaking opportunities, crisis communications and employee communications. Prior to joining Ixia in 2006, Lane was director of PR at Spirent. She has been a member of the MSF marketing committee overseeing PR efforts and membership drives.