

PRODUCT MANAGEMENT & MARKETING EXECUTIVE**B2B Software and SaaS, Analytics, Big Data, Machine Learning, Artificial Intelligence, Data Science**Market Strategy & Analytics • Go-To-Market • Product Marketing • Product Management • Market Research
Communications • Digital Marketing • ABM • Demand Generation • Corporate Branding**Master of Information and Data Science – University of California, Berkeley – 2020 Candidate (part-time)****Master of Business Administration – University of Chicago, Booth School of Business****Bachelor of Science *cum laude*, Computer Science/Math – University of Pittsburgh****CAREER AT A GLANCE**

- **TRANSFORMED** product of on-premises software vendor into cloud API service. Initiated account -based marketing program that produced 8-digit revenue growth in 9 months as CMO of SparkPost.
- **DROVE** 8-digit new SaaS product growth as CMO for a \$350M Fintech company within Morgan Stanley (MSCI). Conducted customer product usage research to set product strategy for risk analytics business saving \$10M in product costs and doubling new hedge fund business.
- **LEAD** 325% CAGR in strategic partnerships. Promoted to direct all marketing and product roadmap for >\$100M database analytics business during Sybase's exponential rise from \$150M to \$1B in 5 years.

ADVISOR**2017-2019**

Qubole, Domino Data Labs, Bay Area, CA

Cloud Native Big Data Platform, Data Science Platform

- Advising CMO/CEO on account-based marketing strategies, messaging, ROI selling, content and product marketing.

CHIEF MARKETING OFFICER**2012 – 2016**

SparkPost (formerly Message Systems), San Francisco, CA

Global leader in big data-driven email; \$50M ARR

- **Devised company transformation into B2B SaaS that jump-started 130% ARR new logo growth.** Renamed and relaunched company. Built new advanced digital marketing function. Grew marketing team from 8 to 16.

SR. VICE PRESIDENT OF MARKETING & PRODUCT MANAGEMENT (3 STARTUPS – ALL ACQUIRED) 2007 – 2012**Set stage for successful exit/acquisition at 3 early/mid-stage VC-backed companies.**

TouchCommerce (acquired by Nuance for \$225M), Agoura Hills, CA (2010 – 2012)

- Sparked 40% growth, signed OEM product partnerships for click to call and product recommendations engine.

Sportgenic/AdPortal (advertising tech company acquired by Glam Media), San Francisco, CA (2009 – 2010)

- Transitioned product of Sportgenic into an online advertising B2B SaaS product (AdPortal), managed product and engineering, integrated Google ad server, built AdPortal self-service GUI sold to Time, CBS Interactive & Glam Media.

Kickfire, Inc. (early-stage analytic database appliance company acquired by Teradata), Santa Clara, CA (2007 – 2009)

- Created product roadmap for Kickfire, a MySQL database appliance. Signed first 3 beta customers, named and launched the company, helped CEO raise \$20M capital.

CHIEF MARKETING OFFICER / MEMBER OF MSCI OPERATING COMMITTEE**2004 – 2007****VICE PRESIDENT OF GLOBAL MARKETING – BARRA (acquired by MSCI)****2002 – 2004**Morgan Stanley (MSCI) / Barra, Berkeley, CA (2002 – 2007) *\$350M financial services SaaS data science model provider*

- **Upgraded global marketing organization** for \$150M public risk analytics software company prior to acquisition by Morgan Stanley. Led global brand strategy and marketing integration of Barra into MSCI. Grew staff from 14 to 20.

SENIOR VICE PRESIDENT OF MARKETING**1997 – 2001**

Viador Inc., Mountain View, CA (IPO)

#1 enterprise information portal (EIP) company

- Redefined product and rebranded company as an EIP from initial Java business intelligence tools positioning. Propelled company from launch to 10 consecutive quarters of growth and \$46M IPO. Managed/developed staff of 45.

DIRECTOR OF DATA WAREHOUSING AND BUSINESS INTELLIGENCE**1995 – 1997**

Sybase (an SAP company), Emeryville, CA (1992 – 1997)

\$1B enterprise software and services company

- Defined, marketed and managed product roadmap for flagship data warehousing product line. Pioneered and launched industry-leading new product category for column-store DB igniting 2 years of 100%+ sales growth.

Prior experience: Sr. Product Manager - at HP/Sybase. Software Developer/ Project Leader at NCR in retail.(510) 852-0350 | stevedille@me.com | <https://www.linkedin.com/in/stevedille>