

# STEVEN C. DILLE

Orinda, CA 94563 | (510) 852-0350 | [steve@dille.us](mailto:steve@dille.us) | <https://www.linkedin.com/in/stevedille>

## PRODUCT MANAGEMENT AND MARKETING LEADER

B2B Software and SaaS, Analytics, Big Data, Data Science, Artificial Intelligence, Machine Learning

Market Strategy & Analytics • Go-To-Market • Product Management • Product Marketing • Market Research Communications • ABM • Demand Generation • Product Roadmap & Strategy • Certified SCRUM Product Owner

***Game changer who set the stage for exponential revenue growth, an IPO and 5 successful exits by defining unique competitive product positioning communicated with world-class marketing strategy and execution.***

Customer-obsessed leader who propelled growth at recognized enterprise brands: Sybase (SAP), Morgan Stanley (MSCI) and VC-backed startups. **Consistently grew revenues** through insightful target market expansion and go-to-market strategy based on fluency with technical products, customer insights and analytics. Mobilized company-wide launches, initiatives and teams with hundreds of professionals. Inspired customer-centric product development, marketing and sales. Top 5 MBA, BS degree in computer science. Master's in information & data science in progress.

### Career Milestones

- Initiated new cloud product strategy, company launch and account-based marketing program (ABM) that produced 8-digit revenue growth in just 9 months as CMO at SparkPost.
- Drove 8-digit SaaS product ARR growth by spearheading customer research for new product roadmap and positioning as CMO for a \$350M Fintech company within Morgan Stanley (MSCI).
- Led 325% CAGR expansion in alliances and promoted to direct all marketing and product roadmap for >\$100M analytics business during Sybase's exponential rise from \$150M to \$1B in 5 years.

## EXPERIENCE & IMPACT

### ADVISOR

2017 – PRESENT

**Domino Data Lab, Qubole**, Bay Area, CA

*Data science platform, Cloud-native big data platform*

**Hired to advance demand generation, content and product marketing efforts in interim roles.** Created persona-based email messages and landing pages for ABM programs, authored big data buyers guide with new ROI metrics, created corporate video, event presentations and authored a white paper on modern cloud data warehousing for Snowflake partnership launch, oversaw Demandbase roll-out and SDR/marketing integration.

### CHIEF MARKETING OFFICER

2012 – 2016

**SparkPost (formerly Message Systems)**, San Francisco, CA

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

**Recruited to jump-start growth and expand customer base for the B2B enterprise software company.** Built an advanced digital marketing function with the full stack of marketing automation, analytics, optimization, attribution, and all processes and technologies required to understand customer behavior and monitor ROI of marketing spend. Grew marketing team from 8 to 16. Established technical industry relations function for thought leadership.

- **Renamed company and launched SaaS API email product that added \$10M+ bookings in 9 months.** Uncovered product/market mismatch from prospect interviews and won Board approval to transition product to cloud.
- **Transformed marketing into an ROI-driven, digital organization and primary source of 67% of sales pipeline.**
- **Doubled new customer logos in 2 years (2013-2015) and dramatically increased the addressable market from \$100M to \$1B+.** Expanded customer base (LinkedIn, Twitter, Comcast) to smaller and mid-size companies such as banks, publishers and cloud service providers (Pinterest, Zillow, CareerBuilder).

**SR. VICE PRESIDENT / VICE PRESIDENT OF MARKETING & PRODUCT MANAGEMENT****2007 – 2012****TouchCommerce** (acquired by Nuance for \$225M), Agoura Hills, CA (2010 – 2012)**Sportgenic/AdPortal** (acquired by Glam Media within 9 months of hire), San Francisco, CA (2009 – 2010)**Kickfire, Inc.** (acquired by Teradata), Santa Clara, CA (2007 – 2009)

**Positioned a series of early/mid-stage VC-backed companies for successful exit/acquisition.** Management scope: customer research, value proposition, corporate identity, positioning, product engineering, product launch, demand generation, and pricing. Directed staffs of 4-20. Served as CTO, as needed, and oversaw Agile development process.

- **Sparked 40% growth for TouchCommerce**, partnering with CEO to transform company from a chat provider to a suite of ecommerce conversion marketing solutions. Generated \$3M/year of incremental revenue from new products. Signed OEM product partnerships for click-to-call and product recommendations.
- **Created product roadmap and uniquely positioned Kickfire (early-stage analytic database appliance company) in the MySQL data warehouse market. Helped CEO raise \$20M capital.** Created brand and built worldwide buzz via social media that attracted customers. Personally sold first 3 customers. Built MRD and 2-year product plan.
- **Transitioned product of Sportgenic into an online advertising SaaS product (AdPortal).** Managed product and engineering, integrated Google ad server, designed and built self-service GUI sold to Time, CBS and Glam Media.

**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 integration of Barra into MSCI. Grew staff from 14 to 20. Led one year company-wide customer research project for product-line rationalization that **saved \$10M in annual product costs** and also:

- **Generated \$2.5M/year of net new revenue captured from largest competitor** by executing a channel distribution strategy (partnership with Factset) that halted double-digit customer attrition rate.
- **Achieved 8-digit growth for the SaaS product, reduced desktop product cancellations 50% and doubled net new business in the hedge fund space** through product refinements that matched customer needs.

**SENIOR VICE PRESIDENT OF MARKETING****1997 – 2001****Viador Inc.**, Mountain View, CA*#1 enterprise information portal company*

**Brought on board as first marketing executive for a startup provider of business intelligence tools.** Redefined product and repositioned company as an enterprise information portal (EIP). Leadership scope: product marketing, strategy, alliances, branding, lead generation, press and analyst relations. Authored S1 filing; developed and delivered roadshow presentations with CEO and CFO; served as the brand's spokesperson and storyteller. Managed/developed staff of 45.

- **Propelled company from launch to 10 consecutive quarters of growth and \$46M IPO** through marketing, brand and product leadership for a new category—**earning company Gartner Group Magic Quadrant Leader rank.**

**DIRECTOR OF DATA WAREHOUSING AND BUSINESS INTELLIGENCE****1995 – 1997****Sybase (an SAP company)**, Emeryville, CA (1992 – 1997)*\$1B enterprise software and services company*

**Promoted to define, market and manage the product roadmap for the company's data warehousing product line.**

**Ignited 2 years of 100%+ sales growth** by launching the industry's first columnar database (Sybase IQ). Managed team of 27 in PR, analyst relations, corporate marketing, market research, product management, and product marketing.

**Prior: Senior Product Line Manager/Alliance Manager (1992-1994). Boosted revenues from \$3M to \$55M in 2 years** by revitalizing an underperforming HP channel/product line.

**Prior experience:** Product Manager - UNIX at HP. Software Engineer and Project Leader at NCR in retail.

**EDUCATION**

**Master of Information & Data Science, 2020 Candidate** – University of California, Berkeley

**Master of Business Administration** – University of Chicago, Booth School of Business

**Bachelor of Science *cum laude*, Computer Science/Math** – University of Pittsburgh