

# **Steve Greene, PMP®**

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<https://steve-greene.github.io/CV/>

## **Head of Marketing**

Marketing executive with proven expertise driving adoption of complex technology across developers, enterprises, and institutional partners. Track record of transforming compliance-heavy infrastructure (payment security, privacy, regulatory frameworks) into automated, mission-critical platforms. Built developer portals, partner programs, launched enterprise brands into new markets, and orchestrated strategic partnerships with Fortune 100 institutions, including Discover and Mastercard. Specialist in positioning transformative financial technology for business-critical adoption.

### **WORK EXPERIENCE**

**Finexio** **08/2022 – Present**  
**Orlando, Florida (Remote)**  
**Vice President Marketing**

#### **Enterprise & Institutional Partner Marketing**

- Developed and executed joint go-to-market strategy with Mastercard, enabling their sales organization to position Finexio's payment security infrastructure to enterprise clients.
- Orchestrated multi-party thought leadership programs including PYMNTS.com B2B Partner Panel webinar with Finexio, Mastercard, and Emburse, demonstrating technology integration across traditional finance and enterprise software ecosystems.
- Co-invested in JAGGAER procurement platform annual customer events, delivering onstage presentations, breakout sessions, and executive interviews to establish credibility with enterprise buyers.

#### **Marketing Operations & Growth**

- Drove marketing's contribution to pipeline from 0% to 43% of 2025 YTD opportunities while influencing 74% of Closed/Won revenue through compliance-focused messaging and enterprise buyer targeting.
- Transformed lead generation through optimized martech stack and automated workflows, tripling qualified CFO leads quarter-over-quarter in first 12 months.
- Elevated brand authority in B2B payments through strategic thought leadership, securing consistent placement in industry publications (PYMNTS.com, ProcurementMag.com).

#### **Head of Partner Marketing**

- Built comprehensive partner ecosystem strategy spanning strategic alliances and referral channels, managing quarterly co-marketing plans across demand generation, content, events, webinars, and sales enablement.
- Created partner collateral library of 100+ tailored assets driving 2x adoption and expanding digital reach across key verticals through improved partner engagement.
- Accelerated revenue through targeted joint campaigns with strategic partners, increasing end-customer acquisition by 84% and delivering average deal sizes 2.2x larger.

#### **Human Interest**

#### **Director, Revenue Marketing and Operations**

**08/2021 – 05/2022**

**San Francisco, California (Remote)**

- Scaled industry event marketing from 9 planned to 46 executed within six months—spanning tradeshows, conferences, and webinars—establishing systematic approach to experiential marketing for demand generation.
- Led marketing technology transformation by driving Marketo adoption and implementing omnichannel campaign tracking in Salesforce, enabling comprehensive reporting on lead generation, conversion rates, revenue impact, and ROI.
- Increased partner marketing's contribution to Closed/Won revenue from 8% to 22% in nine months through revenue marketing strategies and cross-functional GTM alignment with Sales and Product teams.

#### **Is Inspired, LLC**

#### **Channel Partner Engagement Consultant (Contract) • Contractor**

**12/2020 – 08/2021**

**Denver, Colorado (Remote)**

- Project managed multinational Impartner PRM implementation including Salesforce integration and legacy system migration for \$1.3BN UCaaS provider, establishing foundation for scalable partner ecosystem.
- Defined partner program strategy, portal navigation, content architecture, UX design, and onboarding framework to drive adoption and partner satisfaction.

- Led research and discovery of global content graveyards. Reduced asset inventory from 6,500 to 700 core presentations, guides, one-pagers, case studies, and co-marketing assets. Defined metadata strategy and governance framework.

## **Wacom Technology Corp.**

### **Vice President Global Marketing Operations**

**04/2015 - 06/2020**

**Portland, Oregon (Remote)**

- Established marketing operational excellence for publicly traded Japanese technology company (1,000+ employees), collaborating with executive leadership to align marketing strategy with business objectives across global markets.
- Led omni-channel marketing initiatives across customer segments, aligning market trends and customer insights with product portfolio, roadmaps, value propositions, and competitive positioning.
- Managed marketing budget across eight currencies with 98.5% forecast accuracy; reduced infrastructure costs 40% through process optimization and global team coordination.
- Directed global marketing technology stack strategy including vendor relationships, contract negotiations, platform rollouts, and training programs.

## **Vice President Global Channel Marketing**

**Americas, EMEA, Asia Pacific, China, Japan**

- Led high-performing team of 23 direct and indirect reports executing marketing programs across 23 countries and territories in Americas, EMEA, and Asia Pacific regions.
- Developed global channel partner strategy for high-visibility product launches delivering 12.2% YoY channel sales growth and exceeding global ABM and retention targets by 186%.
- Built partner portal from scratch featuring learning management system (LMS), certification program, compliance frameworks, deal registration, MDF program, and digital asset management—increasing active partner accounts 1,337% and deal registration 179%.
- Established best practices and created scalable playbooks for go-to-market execution; managed 3,000+ in-store, online, and global field marketing activities annually.

## **ALPHA Marketing, Inc.**

### **Channel Marketing Agency Founder and CEO**

**12/2000 - 04/2015**

**Raleigh, North Carolina**

## **Developer Marketing & Brand Launch Expertise**

- Built Lenovo's first developer portal, establishing developer ecosystem strategy, technical documentation, and community engagement for enterprise hardware company entering software/services market.
- Led Lenovo's North America retail launch strategy into Best Buy, Staples, and Amazon, including consumer and SMB channel marketing, brand positioning, and channel enablement programs for YOGA product line.

## **Agency Leadership & Client Portfolio**

- Founded and scaled award-winning B2B enterprise technology marketing agency; achieved Inc. 500 fastest-growing companies recognition twice prior to exit.
- Served Fortune 500 technology clients including AT&T, Cisco, IBM, Lenovo, LG, Samsung, Sony Ericsson across product marketing, sales enablement, digital media, and event marketing.
- Delivered full-spectrum creative services spanning product marketing, sales enablement, digital media, graphic design, direct marketing, social media, and events.

## **EDUCATION**

### **Executive Education Certificate in Strategic Marketing Management**

Stanford University Graduate School of Business

Stanford, California

### **A.S. Degree in Marketing Management**

Thomas College

Waterville, Maine

## **CERTIFICATIONS**

### **Project Management Professional, PMP®**

Project Management Institute (PMI)

10/2020 - 10/2026

### **PMC Level IV: Product Management, Product Marketing**

Pragmatic Institute

07/2020 - Present

### **Impartner PRM Administration and Segmentation Certifications**

Impartner Software

02/2020 - Present