

Steve Greene, PMP®

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B2B Marketing Leader

B2B marketing leader with proven ability to drive pipeline growth through demand generation, revenue marketing, and global campaign execution. Deep expertise developing marketing strategies across enterprise, mid-market, and ABM segments to accelerate customer acquisition and retention. Experienced in optimizing martech stacks, building scalable marketing operations, and leading cross-functional go-to-market initiatives that align sales, product, and partner channels for measurable revenue impact.

WORK EXPERIENCE

Finexio

Vice President Marketing

08/2022 – Present
Orlando, Florida (Remote)

- Optimized martech stack and launched automated email workflows that tripled qualified CFO leads quarter-over-quarter in the first 12 months.
- Drove revenue impact by increasing marketing's share of the 2025 YTD pipeline to 43% and influencing 74% of Closed/Won revenue through targeted campaigns and tighter sales/partner alignment.
- Elevated brand visibility and reputation with thought leadership content, securing placements in outlets such as PYMNTS.com and ProcurementMag.com and amplifying reach across social channels.

Head of Partner Marketing

- Built and managed strategic and referral partner relationships, developing quarterly co-marketing plans across demand generation, custom content, events, webinars, and sales enablement.
- Created a partner collateral library of 100+ tailored assets, driving 2x adoption, boosting through-partner engagement, and expanding digital reach across key verticals.
- Launched targeted joint campaigns with strategic partners that accelerated pipeline and revenue, increasing end-customer acquisition by 84% and delivering deals 2.2x larger on average.

Human Interest

Director, Revenue Marketing and Operations

08/2021 – 05/2022
San Francisco, California (Remote)

- Scaled industry event marketing from 9 to 46 programs in six months—spanning tradeshows, conferences, and webinars—to boost brand awareness, demand generation, and lead flow through experiential marketing.
- Drove Marketo adoption and implemented omnichannel campaign tracking in Salesforce, enabling reporting on lead generation, conversion rates, revenue impact, and ROI.
- Increased partner marketing's share of Closed/Won revenue from 8% to 22% in nine months by adding revenue marketing strategies and GTM alignment with Sales and Product.

Is Inspired, LLC

Channel Partner Engagement Consultant (Contract) • Contractor

12/2020 – 08/2021
Denver, Colorado (Remote)

- Project managed a multinational Impartner partner relationship management (PRM) implementation, including Salesforce.com CRM integration and legacy system content migration, for a \$1.3BN UCaaS service provider.
- Defined and aligned partner program, portal navigation, content strategy, UX and onboarding plan to drive adoption, partner satisfaction, and growth.
- 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 global marketing operational excellence for publicly traded Japanese company with 1,000+ employees, collaborating closely with executive leadership and cross-functionally to align marketing strategy with business objectives and revenue goals.
- Executive leadership of marketing operations, omni-channel marketing initiatives, team goals and KPIs to drive awareness and sales across customer segments. Aligned market trends and customer insights with product portfolio, roadmaps, value proposition, competitor analysis, and market position.
- Budget management in eight currencies, forecasting A&P marketing budget spend vs. actuals with 98.5% accuracy. Optimized processes for resource allocation and budgeting, tracking and analyzing performance data, reducing infrastructure costs by 40% through global teamwork.
- Guided all technology partner renewals, contracts, and payments for Wacom's digital marketing technology stack, including oversight of global rollout and training for marketing technology policies, platforms and applications.

Vice President Global Channel Marketing

Americas, EMEA, Asia Pacific, China, Japan

- Led a high-performing team of 23 direct and indirect reports running marketing programs and activities in Australia, Benelux, Brazil, Canada, China, Central Eastern Europe (CEE), DACH, France, Hong Kong, Iberia, India, Italy, Japan, Korea, Mexico, North Latam (NOLA), Nordics, Southeast Asia (SEA), South Latam (SOLA), Taiwan, United Kingdom, and the USA.
- Established best practices, created playbooks, and defined go-to-market approaches aligned with market data; managed projects for 3,000+ in-store, online, and field marketing activities and events per year.
- Developed and implemented the global channel partner strategy for high visibility product launches that delivered 12.2% YoY channel sales growth, providing strategic direction and scalability that exceeded global account based marketing (ABM) and retention targets by 186%.
- Built from scratch a 5-star rated partner portal with a learning management system (LMS), certification program, compliance, deal registration, MDF program, and digital asset management, increasing active partner accounts 1,337% and deal registration by 179%.

ALPHA Marketing, Inc.
Channel Marketing Agency – Founder and CEO

12/2000 – 04/2015
Raleigh, North Carolina

- Provider of award-winning creative marketing services for product marketing, sales enablement, digital media, graphic design, direct marketing, social media, events & promotions. Made the Inc. 500 fastest growing companies list twice prior to exit.
- Full client roster of B2B enterprise technology clients included AT&T Services, Bandwidth, Bell and Howell, Cisco, DHL Express Americas, Ericsson, IBM, Lenovo, LG, Samsung, Sensus, Sony Ericsson, Truphone, Wacom.

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