

Steve Greene, PMP®

Raleigh, North Carolina, USA • (207) 266-4200 • steve.greene@zoho.com •
linkedin.com/in/stevegreene • steve-greene.github.io/CV

Head of Marketing | Fintech & Payments Platforms | Partner, Ecosystem & GTM Growth

Deep experience driving adoption of complex financial technology. Builder of partner ecosystems, developer programs, and strategic alliances. Specialist in positioning transformative infrastructure for mainstream adoption. Building Web2→Web3 membership platform while pursuing senior marketing leadership roles in blockchain, fintech, and payments infrastructure.

WORK EXPERIENCE

AffiniCoin Platform

12/2025 – Present

Founder & Product Strategist

Raleigh, NC (Remote)

- Building a Web3-enabled membership platform to demonstrate hands-on understanding of digital identity and access control, focusing on seamless user onboarding, multi-tenant business models, and practical applications for mainstream business adoption.
- Designed multi-tenant SaaS business model and go-to-market positioning for providing Web2 community platforms with Web3 affinity engagement, translating complex crypto infrastructure into accessible value propositions that resonate with non-technical business audiences.

Finexio

08/2022 – 12/2025

B2B Payments as a Service Platform (Series B Fintech)

Vice President of Marketing

Orlando, FL (Remote)

- Built marketing automation strategy and lead nurture programs generating 3x increase in qualified leads quarter over quarter first year, significantly improving pipeline quality and decision-maker engagement.
- Elevated brand visibility through thought leadership, securing placements in payments industry outlets PYMNTS.com and ProcurementMag.com, amplifying reach across social channels.
- Built comprehensive partner ecosystem strategy spanning strategic alliances and referral channels, creating library of 100+ tailored assets expanding digital reach across key verticals.
- 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

08/2021 – 05/2022

Director, Partner Marketing and Operations

San Francisco, CA (Remote)

401(k) Platform (Series D Fintech)

- 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.

Is Inspired, LLC

12/2020 – 08/2021

Channel Partner Engagement Consultant (Contractor)

Denver, CO (Remote)

IT Software Implementation Consultancy

- 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.

04/2015 - 06/2020

Computer hardware company, Tokyo Stock Exchange listed

Vice President Global Channel Marketing & Operations

Portland, Oregon (Remote)

- Established marketing operational excellence for publicly traded Japanese technology company (1,000+ employees), directing global marketing technology stack strategy, vendor relationships, and platform rollouts across international markets.
- 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 brand and product launches delivering 12.2% YoY channel sales growth, exceeding global ABM and retention targets 186%.
- Built partner portal from scratch featuring learning management system (LMS), certification program, compliance frameworks, deal registration, and MDF program, increasing active partner accounts 1,337% and deal registration 179%.
- Managed marketing budget across eight currencies with 98.5% forecast accuracy; reduced infrastructure costs 40% through process optimization and global team coordination.

ALPHA Marketing, Inc.

12/2000 - 04/2015

Channel Marketing Agency, Achieved INC 5000 2x Prior to Exit

CEO

Raleigh, North Carolina

- Founded and led a 22-person enterprise marketing agency, delivering channel, field, retail, and co-marketing programs for tech companies across the globe.
- Built Lenovo's first developer portal from strategy through launch, establishing developer ecosystem framework, technical documentation standards, and community engagement programs, creating blueprint for developer-first go-to-market now core to Web3 platforms.
- Full client roster of B2B 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