

Steve Greene, PMP®

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PARTNER MARKETING LEADER | REVENUE ENGINE BUILDER | GLOBAL MARKETING EXECUTIVE

Visionary marketing executive specializing in enterprise-level partner ecosystems and revenue engine optimization. Proven success building global programs that deliver measurable impact: 1,337% partner account expansion, 84% partner-sourced acquisition with deals 2.2x larger than average, 12.2% YoY channel growth across 22 international markets. Expert in strategic partnership management and cross-functional collaboration. Known for diplomatic leadership that creates sustainable differentiation and competitive advantages through data-driven strategic planning and stakeholder engagement.

CORE COMPETENCIES

• Global Partner Strategy & Ecosystem Development • Partner Management & Co-sell Motions • Revenue Marketing & Pipeline Acceleration • Marketing Operations & Technology Integration (Salesforce, HubSpot, Impartner PRM) • Cross-Cultural Leadership & Team Management • Partner Enablement & Certification Programs • Digital Transformation & Change Management • MDF Governance & Strategic Planning • Enterprise Software & Strategic Partnership Management • Marketing Automation & Business Strategy

WORK EXPERIENCE

Finexio

Vice President Marketing

08/2022 – Present
Orlando, Florida (Remote)

PARTNER MARKETING

- Delivered 84% partner-sourced customer acquisition with deals averaging 2.2x larger through collaborative go-to-market initiatives and joint value propositions.
- Built strategic partner relationships developing quarterly co-marketing plans across demand generation, custom content, events, and sales enablement.
- Developed 100+ targeted enablement assets and co-marketing campaigns, doubling through-partner engagement while establishing MDF governance frameworks.

REVENUE ENGINE TRANSFORMATION

- Increased marketing-influenced bookings from 28% to 41% of 2025 YTD Closed/Won revenue by implementing targeted strategies fostering collaboration with partners and sales teams.
- Mapped acquisition-to-renewal processes, improving funnel velocity and conversion through cross-functional workflow alignment.

Human Interest

Director, Revenue Marketing and Operations

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

- Grew marketing's share of Closed/Won revenue from 8% to 22% in nine months by launching Revenue Marketing with a cross-functional GTM strategy to deliver revenue impact with Sales and Product teams.
- Scaled online and in-person industry event marketing, tradeshow, conferences, and webinar strategy from nine planned to 46 executed within six months, improving brand awareness and demand generation, driving leads through experiential marketing.
- Drove Marketo adoption and implemented omnichannel campaign tracking in Salesforce, enabling reporting on lead generation, conversion rates, revenue impact, and ROI.

Is Inspired, LLC

Channel Partner Engagement Consultant (Contract)

11/2020 – 07/2021
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.
- Strategized and gained consensus on portal navigation, page design, copy, and content for the full product portfolio. Collected stakeholder feedback and buy in across internal teams prior to launch.

- Developed global content strategy and insights, reducing asset inventory by 89%, and developed governance frameworks to support content lifecycle management and improve discoverability.

Wacom Technology Corp.

08/2018 – 06/2020

Vice President Global Marketing Operations

Portland, Oregon (Remote)

- Established marketing operational excellence across 1,000+ employee organization, reducing infrastructure costs 40% while maintaining 98.5% budget accuracy across eight currencies.
- Ran weekly Voice of Region leadership meetings to align marketing strategies and execution plans vs. growth objectives and OKRs, tracking KPIs and alignment with sales achievements.
- Managed marketing technology stack evaluations, renewals, resource allocations, and global rollout.

Wacom Technology Corporation

05/2015 – 07/2018

Vice President Global Channel Marketing

Americas, EMEA, Asia Pacific, China, Japan

- Led high-performing team of 23 direct and indirect reports across 22 countries to drive market penetration and growth objectives through multi-channel marketing initiatives.
- Built a 5-star rated partner portal with LMS, certification, deal registration, and MDF program, increasing active partner accounts 1,337% and deal registration 179%.
- Developed global channel partner strategy delivering 12.2% YoY channel sales growth, exceeding ABM and retention targets by 186%.

ALPHA Marketing, Inc.

12/2000 – 04/2015

Channel Marketing Agency – Founder and CEO

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.
- Channel Marketing Agency of Record for Lenovo North America's Consumer, Small Medium Business, and Enterprise teams from 2009–2015, developing channel marketing strategies for Lenovo branded laptops, desktops, workstations, and accessories.
- 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®

10/2020 – 10/2026

Project Management Institute (PMI)

PMC Level IV: Product Management, Product Marketing

07/2020 – Present

Pragmatic Institute

Impartner PRM Administration and Segmentation Certifications

02/2020 – Present

Impartner Software

AWARDS & SCHOLARSHIPS

Annual Conference Guest Speaker

01/2018

ImpartnerCON

Advisory Board Member and Conference Speaker

01/2017

Channel Focus North America

Research Triangle Park, NC Chamber of Commerce, Small Business of the Year

05/2014