

Steve Greene, PMP®

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Channel Partner Marketing Professional

15+ years' experience and proven success building and managing partner marketing programs, developing partner lead pipeline through webinars, email campaigns, events, and other creative programs.

Budget Management
Change Management
Channel Marketing
Digital Marketing
Event Marketing
Marketing Strategy
Partner Marketing
Product Marketing
Project Management
Revenue Marketing
Sales Enablement
Talent Development

- Successfully led and improved collaborative global channel marketing planning, creative development, and regional go-to-market (GTM) planning for 12 hardware + ISV software bundled product launches and marketing campaigns over five years.
- Showcased marketing results by region, providing engaging snapshot reports that accurately captured the rhythm of business for a high tech sales organization
- Oversaw global advertising and promotional (A&P) resources for a 10-digit budget (JPY) in eight currencies for an 89-person leadership team covering the Americas, EMEA, Asia Pacific, and China. Created dashboards and weekly tracking reports on investments and ROI results that met the approval of Finance Management.
- Founded a 22-person channel marketing agency, supplying creative and product marketing services to 8 of the world's largest technology companies (Fortune Global 500). Achieved Inc. 5000 fastest growing companies 2x prior to exit.

PROFESSIONAL EXPERIENCE

HUMAN INTEREST, San Francisco, CA – Remote (08/2021 to 05/2022) - Series D Fintech SaaS Company

Director of Revenue Marketing and Partner Operations

- Operationalized the Revenue Marketing function, executing data-driven, cross-functional GTM campaigns for three focus areas, driving 8.5X YoY revenue growth within six months, accounting for 22.1% of total Closed/Won revenue.
- Established multichannel campaign GTM planning tools and training for cross-functional team collaboration on campaign deliverables. Simplified processes through operations project management with business stakeholders.
- Drove Marketo training and email adoption; implemented omnichannel marketing campaign tracking in Salesforce with Revenue Operations, reporting on lead generation, L2CW %, revenue, and cost/value ROI ratio tracking.
- Introduced new event marketing processes, expanding events from 9 planned to 46 executed within six months.

IS INSPIRED, Denver, CO – Remote (11/2020 to 07/2021) - Channel Infrastructure Technology Services Company

Channel Engagement Consultant (Contract)

- Project manager for 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, presented, and gained consensus on portal navigation, page design, copy and content for communication of the entire product portfolio. Achieved partner portal input and buy in across internal teams prior to launch.
- Led research and discovery of global content graveyards. Narrowed and refined insights, reducing asset inventory from 6,500 to 700. Defined metadata strategy, content governance training, and implemented content purge.

Wacom Technology Corporation, Portland, OR – Remote (04/2015 to 06/2020) - Global Manufacturing Company

Vice President of Global Marketing Operations

- Acted in Chief of Staff capacity for the Business Operations team, working closely with a global cross-functional executive leadership team (ELT), including Finance Management, Marketing Management, Sales Operations, Sales Organization, Product Management, Procurement, IT, Business Intelligence (BI), and Customer Support executives.
- Used critical thinking skills and quantitative data analysis to design an analytics dashboard for executives, providing data driven insights to inform future investment, tracking global A&P spend versus actuals with 98.5% accuracy.
- Established weekly cadence of communications with internal stakeholders in the US, EMEA, China, and Japan, supporting business activities and reviewing key metrics/KPIs and project progress on business operations activities.

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- Provided leadership, strategic thinking, cross-group collaboration, and communication skills to guide the development of the company's first global Voice of Customer program (process to Collect, Analyze, and Act on VoC).

Vice President of Global Channel Marketing

- Team leader for 23 direct and indirect reports running channel marketing activities in Australia, Benelux, Brazil, Canada, China, France, Hong Kong, Iberia, India, Italy, Japan, Korea, Mexico, North Latam, Nordics, Southeast Asia, Singapore, South Latam, Taiwan, United Kingdom, and the USA. Improved team performance 142% (audited).
- Introduced best practices, created playbooks, led team building, and defined GTM approaches aligned with reseller and MSP coverage, executing 3,000+ measurable in-store, online, and field marketing activities and events per year.
- Provided marketing leadership for 12.2% YoY channel sales growth, providing channel strategy for a B2B global product launch GTM campaign that exceeded global account-based acquisition (ABM) and retention targets by 186%.
- Launched a 5-star rated partner portal in the Americas with a learning management system (LMS), training & certification, and content management, increasing active partner accounts 1,337% and deal registration by 179%.

ALPHA Marketing, Inc., Raleigh, NC – (11/2000 to 04/2015) - Channel Marketing Agency

Founder & CEO - *Small Business of the Year, 2014* (Research Triangle Park's Morrisville Chamber of Commerce)

- Provider of award-winning creative marketing services for product marketing, sales enablement, digital media, graphic design, direct marketing, events & promotions. Grew team to 22 creatives, account managers, and project managers.
- Channel Marketing Agency of Record for Lenovo North America's Consumer (Retail), Small Medium Business (SMB), and Enterprise teams from 2009-2015, for all Lenovo branded laptops, desktops, workstations, and accessories.
- Channel Marketing Agency of Record for Sony Ericsson for 10 years, managing all national and regional carrier marketing programs and RFP responses. Established field marketing strategy and activities in 26 US regions.
- 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, and ZTE.

EDUCATION & CERTIFICATIONS

- Stanford University Graduate School of Business – Stanford, CA. Executive Education Strategic Marketing Certificate
- Thomas College – Waterville, ME. Associate of Business Science (A.B.S.) in Marketing Management
- Pragmatic Marketing PMC Level IV Product Management, Product Marketing Certification – Pragmatic Institute, 2020
- Project Management Professional Certification (PMP)® – Project Management Institute (PMI)®, 2020
- HubSpot Marketing Software and Inbound Marketing Certifications – Hubspot Academy, 2020
- Impartner Partner Relationship Management (PRM) Administration, Segmentation & Workflows – Impartner, 2020
- Microsoft 365 Certified: Fundamentals (MS-900) – Microsoft, 2020

TECH STACK

Adobe CC	Contentful	Hubspot	Microsoft Dynamics	Productboard
Basecamp	Coupa	Impartner	Meltwater	Segment
Cision	Data Axle	iPresent	Miro	Salesforce
Chili Piper	Gong	LucidCharts	Optimizely	Smartsheet
Confluence	Highspot	Marketo	Outreach.io	Zoho Analytics

INDUSTRY & AFFILIATIONS

ImpartnerCON, Annual Conference Guest Speaker: *Creating a Transcendental Partner Portal Experience* – 2018

Channel Focus NA, Annual Conference Advisory Board Member & Speaker: *Best Practices in Channel Marketing* – 2017

NC State Service Design Symposium, Chair: *ITIL Service Design, App Dev and Innovative Marketing* – 2014, 2015

Asian Focus North Carolina, Advisory Board Member & Dragon Boat Festival Founding Sponsor – 2010 to Present