STEVEN J. ARSENAULT

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There aren’t too many folks that can say that they are responsible for creating products that resulted in $13.9 billion in tech acquisitions, plus they are services that everyone uses daily. Steven Arsenault is a seasoned and extremely experienced entrepreneur/digital marker with deep expertise in SEO, content and AI. He has demonstrated success in start-ups, telecom, digital media, was one of the pioneers in martech and autotech platforms. Since 2010 he’s been developing platforms for automotive dealerships dealing with franchises like Stellantis, Ford, Honda, Nissan, Infinity and others in Canada and the US. In telecom, he demonstrated to be a creative out of the box thinker for the world. He has fostered several products that are now daily services resulting in billions in acquisition value. Steven is a roll up your sleeves guy working alongside and motivating teams to deliver amazing results. He’s skilled in Start-ups, Business Development, Digital Marketing, SEO, Social Integration and E-Commerce. Steven is an expert in SEO and Content Distribution Platforms combined with creating custom analytics platforms to measure campaign successes. He’s working with AI platforms and innovative work flow applications bringing new applications to the world. He and his team created OneBigBroadcast.com (OBB), a multi-function enterprise grade CMS focused on content distribution at scale, enabling teams and brands to streamline the delivery of digital and video content, elevating their brand visibility and enhancing SEO. OBB has been the foundation for all WebStager (Steven’s digital marketing company) client builds and was chosen as one of 6 approved auto dealer platforms by auto giant **Stellantis,** over dozens of competitors. Steven and his teams are actively integrating AI in this powerful platform.

Adept at simultaneously shouldering multiple responsibilities plus expertise in the following:

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| * Generative AI – developing original work flows and melding them int existing work flow platforms. * Inventing next level AI strategies for Auto dealerships. * AI for next gen SEO using our content proven content distribution platform – OneBigBroadcast.com * Entrepreneurship – seasoned Entrepreneur. * Search Engine Optimization (SEO) – expert in SEO. Created an all in one content distribution CMS ecosystem – OneBigBroadcast.com an integrated platform that focuses on content distribution at scale and organic SEO. * Founder, inception of world’s first video platform. Stratup to pubco acquired for over $400 million. * Product Management – Over 40 years creating innovative applications, developing and managing complex products and product lifecycle. * Web Development – Auto Tech – over 30 years. 23 years leading web development teams globally creating high performance content driven websites for auto dealers and other industries. * Content Marketing – created unique CMS and content distribution platform. * Proven expert in auto content. Drove one auto dealer’s revenue from $39 million to $ 90 million in 4 years only utilizing digital content techniques. * My tech platform chosen as one of only 6 approved vendors by auto giant Stellantis. | * Deep dives into website and branding campaigns to increase performance. * Skilled in all facets of digital and social media. * Analysis and strategy formulation. * Client interaction and closing sales. * Thinking “out of the box”. * Fostering strategic alliances and partnerships. * Managing intellectual property. * Sales Teams and Presentations. * Integrating Digital Marketing with Sales teams providing enhanced value – S-marketing. * Customer Experience Application development. * E-Commerce – designed, built and operated client several eCommerce, implemented and managed their marketing programs. * Search Engine Marketing (SEM) – * Expert at bridging the gap between traditional search marketing and value-added evergreen content. * Seasoned real estate investor/sort term rental operator. * Currently working with generative AI with |

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**WEBSTAGER DIGITAL MEDIA | ONEBIGBROADCAST 2005 – Present**

CEO / Founder Vancouver, Canada

WebStager has been a pioneer in content distribution and automated storytelling since 2008. Under Steven’s vision and direction, they created one of the first full ecosystems around content visibility, social integration, and niche domination. These innovations resulted in record sales, awards and working with some of the world’s largest companies and auto manufacturers. Today, by seamlessly merging AI-driven automation with strategic brand storytelling, WebStager empowers businesses to generate unprecedented leads and sales while elevating their digital presence.

Actively integrating generative AI across multiple fronts—including chat, voice, automation, finance, customer support, and retention—WebStager is pushing the boundaries of content distribution at scale. Its proprietary OneBigBroadcast (OBB) platform has transformed how brands dominate organic search, leading industry giants like Stellantis to select it as one of only six approved vendor platforms. Through AI-powered automation, social integration, and data-driven insights, WebStager continues to position its clients as market leaders, driving engagement, authority, and business growth.

**CPO CANADA 2020 – present**

Supplier | Partner | InvestorVancouver, Canada

Created, hosting and staffing digital marketplace platform for Certified Pre-Owned warranty for all makes and Canadian Auto Service - https://cpocanada.ca/

CPO Canada is a new automotive platform on the consumer. It’s the only nationally recognized certified pre-owned program for all vehicle makes and models. A true consumer advocate program, CPO Canada Certifications ensure a premium quality, fully-warrantied, satisfaction-guaranteed vehicle on every purchase. In partnership with a huge US based warranty company CPO is poised to grow nationally with a huge US partner in the extended warranty space. Oversaw the creation of their community marketplace, multi-tenant vehicle inventory, content and digital services stack utilizing our proprietary platform as the foundation for their business. Plus they’ve teamed up with a big US vehicle warranty company in 12,000 US dealers and are gearing up to move into the Canadian market with my help in a big way. In Canada they are approved by auto stores like Good Year, Master Mechanic, etc.

**OMNI.AUTO 2019 – 2022**

CTO / Co-Founder Vancouver, Canada

Newcomer start-up OMNI.Auto had a opportunity in 2019 to participate in FCA (Automaker Chrysler) Canada’s RFP program, but had no intellectual property, platform or dealer website business knowledge. Teaming with OMNI, my team spend months on the FCA RFP and demo materials. OMNI was awarded the contract as one of 6 approved FCA (now global auto maker Stellantis) website vendors over dozens of applicants. WebStager’s proprietary platform and teams made up everything in their tech and support stack. WebStager’s team went on to deliver all Stellantis’ required custom coding for customer experience tracking, data analytics, create a unique price list for dealer feature choices. WebStager’s team delivered content at scale for Stellantis’ approved websites, creative assets, operations and customer support for all Stellantis clients and other brand websites and services like Ford, Mazda, RV dealers under the OMNI.auto brand. Ran Willowbrook’s Chrysler’s new and used website platform, created their sub prime platform TransCanadaFinance.com, designed and implemented their content and advertising strategy.

**CIROND CORPORATION 2004 – 2005**

Executive Vice-President, Business Development Vancouver, Canada / USA

CEO report with global responsibility, setting up distribution in UK/Europe and Americas. Dealt with all facets of US administration—namely DOD, DARPA, Pentagon and local US government in the area of WiFi security. Spearheaded relationships with Canadian DND for sales of laptop software capable of detecting WiFi devices. Led online PPC and SEO marketing campaigns, including design and implementation of automated, web-based lead-tracking for PPC campaigns. Oversaw all sales and marketing efforts, including web redesign, lead generation, email marketing, targeted markets, SEO, and Internet marketing programs. Acquired by AirPatrol Corporation (2005), subsequently acquired by Inpixon (2014).

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**GOVERNMENT OF BRITISH COLUMBIA 2003**

Consultant Vancouver / Victoria, Canada

Evaluated and mapped out current and future wireless strategies affecting BC Government applications within its mobile workforce. Analyzed wireless carrier relationships for value and made savings recommendations. Tabled a comprehensive report revealing opportunities to reduce government costs by several millions of dollars annually.

**SA INTERACTIVE INFORMATION TECHNOLOGY, INC. 1991 - 2002**

President / Founder Vancouver, Canada

Founded an online, dating personal advertising company with Southam Newspapers. Became the largest IVR Voice Personals platform in western Canada. Created and launched one of the first online dating sites. Invented a method of interconnecting a “voice personal system” and a “live connection system” which alerted and transferred the voice personals to potential live connections. Awarded [US Patent # 6,421,433.](https://patents.google.com/patent/US6421433B1/en?oq=6421433) Global patents applied for. Conceived of and designed two dating websites—one travel oriented and launched with partner Virgin Vacations. Budgeted, arranged and completed corporate financing for US$300k+.

**IMAGE SYSTEMS CORPORATION 1991 - 1993**

President / Founder Vancouver, BC. Wellington, New Zealand

Created and launched world’s first working Video-On-Demand (VOD) technology and service in New Zealand based on a patent by one of the founders in Frequency Reuse. The publicly traded company IP and technology patents acquired for US$400+ million by a US Cable provider.

**AT&T WIRELESS / MCCAW CELLULAR Kirkland, Washington 1992 – 1997**

Strategy, Product Creation

Co-led technology marketing for, including strategy development, product launch, and major acquisitions. Spearheaded “fraud team” analysis report that was the catalyst for the industry change from Analog to Digital wireless. Created and oversaw roll out of a product that became the catalyst for the US $13 Billion acquisition by AT&T. Created an international digital marketing strategy for data message handling fraud and led a team negotiating fraud analysis software acquisition for AT&T Wireless. Launched stealth project for Bell Labs at major US trade show called ‘The Omaha Project’ which became SMS service.

**MONITEC SYSTEMS 1984 – 1991**

CEO / Founder Vancouver, Canada

Call accounting software and exclusive supplier to Northern Telecom / Nortel. **Became the largest selling call accounting software in the world.** Clients ranged from large telephone resellers to Fortune 500 companies.

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Dalhousie University – BSC / P Eng. Nova Scotia, Canada

**OTHER ACTIVITIES** 

Publication:, “How and why to buy ACD MIS Systems,” Teleconnect Magazine, December 1987

# US Patent - Awarded [US Patent # 6,421,433.](https://patents.google.com/patent/US6421433B1/en?oq=6421433) - Interactive voice personal and live connection telephone messaging system

I’ve always lead my life with a sense of adventure and a positive, creative out of the box doer living my authentic self. In my spare time anything mechanical, working outdoors, being creative and exotic avian causes. I have a creative mind and am a deep thinker. I love to figure things out and working on our property from construction to creating furniture out of timber that fell on our property. I have a classic car collection and a shop full of tools that I am always tinkering with. I have a penchant for history. I believe knowing your past helps define the person you are today. My 27th great grandfather was Louis VIII the King of France, and my 9th great grandfather was Guillaume Couture, a very well recognized French pioneer in the 1600’s, recognized by the French monarchy for his efforts. Their spirit and sense of adventure is with me always. I am a lifetime chef in training, inventor, investor and support exotic aviation causes. We shepherd 4 cheeky macaws, 2 cats and all our other animals and endless projects on our crazy property in Maple Bay, BC.

You can learn more about my current adventure at - https://webstager.com/work-stay-play/