# Steven J. Arsenault

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## Summary of Qualifications + Expertise

Steven Arsenault is a seasoned entrepreneur and digital marketing expert with a proven track record in SEO, AI-driven content, and business innovation. With over 40 years of experience, he has been instrumental in creating platforms that resulted in $13.9 billion in tech acquisitions. He has pioneered martech and autotech solutions, developed enterprise-grade CMS platforms, and revolutionized SEO strategies with AI-driven content distribution.

## AI & Digital Innovation

- Generative AI: Developed AI-driven workflows and SEO automation tools.  
- AI-Enhanced SEO: Integrated AI into OneBigBroadcast.com for advanced content distribution.  
- Workflow Automation: Created AI-based content strategies optimizing brand visibility.  
- Calm Chaos: Built a brand focused on AI-enhanced guest experiences, digital marketing, and automated content engagement.  
- Short-Term Rental Success: Achieved 100x search volume increase over local competition, built a direct booking site in record time, and became a guest-favorite operator.

## Work Experience

CEO / Founder, WebStager Digital Media | OneBigBroadcast (2005 – Present)  
- Developed proprietary CMS and AI-driven SEO platform.  
- Led digital marketing initiatives for automotive, RV, and heavy equipment industries.  
- Stellantis selected as one of six approved auto dealer platforms.

CTO / Co-Founder, OMNI.Auto (2019 – 2022)  
- Created digital infrastructure for OMNI.Auto.  
- Helped secure FCA (Stellantis) contract as an approved vendor.

Founder, Short-Term Rental Business (2021 – Present)  
- Designed and built a direct booking platform with AI-driven optimization.  
- Achieved 100x search volume growth and became a guest favorite.  
- Implemented AI-powered pricing and customer engagement strategies.

CPO Canada (2020 – Present)  
- Created and hosted a digital marketplace for Certified Pre-Owned vehicles.  
- Built community marketplace and vehicle inventory platform.  
- Partnered with major U.S. and Canadian automotive warranty companies.

Executive VP, Cirond Corporation (2004 – 2005)  
- Managed global business development in WiFi security.  
- Spearheaded U.S. government and DOD relationships.  
- Led marketing and online sales automation, acquired by AirPatrol Corporation.

Consultant, Government of British Columbia (2003)  
- Developed wireless strategies and cost-saving recommendations.  
- Identified opportunities to save millions in operational expenses.

Founder, SA Interactive Information Technology, Inc. (1991 – 2002)  
- Created one of the first online dating platforms with Southam Newspapers.  
- Awarded U.S. Patent #6,421,433 for interactive voice personals.

Founder, Image Systems Corporation (1991 – 1993)  
- Developed the world's first Video-On-Demand (VOD) technology in New Zealand.  
- Technology acquired for $400+ million by a U.S. cable provider.

Strategy & Product Creation, AT&T Wireless / McCaw Cellular (1992 – 1997)  
- Led product development that contributed to AT&T’s $13 billion acquisition.  
- Created fraud detection technology that influenced the switch to digital wireless.  
- Introduced ‘The Omaha Project,’ which became SMS messaging.

CEO / Founder, Monitec Systems (1984 – 1991)  
- Developed the world's best-selling call accounting software.  
- Partnered with Northern Telecom (Nortel) and Fortune 500 clients.

## Education

Dalhousie University – BSc / P Eng, Nova Scotia, Canada

## Other Activities

Publication: “How and why to buy ACD MIS Systems,” Teleconnect Magazine, December 1987.  
U.S. Patent - Awarded U.S. Patent #6,421,433 for an interactive voice personals system.

Steven is a lifelong inventor, investor, and entrepreneur. He enjoys working on mechanical projects, furniture making, and classic car restoration. He has a passion for history, tracing his ancestry to Louis VIII of France and Guillaume Couture, a French pioneer. A dedicated chef, animal advocate, and exotic avian enthusiast, he resides in Maple Bay, BC, managing multiple projects and ventures.