

STEVE GRADY

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EXECUTIVE SUMMARY

Strategy ♦ Marketing ♦ Sales ♦ Product Development ♦ Customer Experience ♦ Alliances ♦ Team Building

A high impact Business Growth leader with a progressive record of success in rapidly changing, fast paced industries. Record of significant achievements in accelerating revenues and gaining efficiencies. Demonstrated success throughout career working with C-suite peers including strategy alignment with Board of Directors. Experienced team champion and coach with proven results improving culture, engagement, communication, productivity, career development and succession planning.

EXPERTISE

- Corporate Strategy and Market Research
- Messaging, Branding, Lead Gen, CRM Automation
- Market Segmentation and Customer Personas
- Sales Process, Revenue Enablement. Metrics
- Product Roadmap, Market Launch, Optimize Profit
- Hardware & Software Development Expertise
- Technology Alliances and Ecosystem Development
- Content Creation, Value Prop, Revenue Funnels
- Web Design and Marketing Collaterals
- SEO, AdWords, Social Media, Lead nurturing
- Channel Development and Training Partners
- Global Business Experience: EMEA, Asia, Americas
- Advanced Technologies and Architectures
- Mergers and Acquisitions, Start-up Funding
- Public Speaking, Press and Public Relations
- Authored IoTtransform book on Internet of Things

PROFESSIONAL EXPERIENCE

AUTHENTIC BRAND - Minneapolis, Minnesota

2019 – Present

Authentic Fractional CMO™

Helping Small and Medium Businesses Grow by Overcoming Random Acts of Marketing

- Providing Fractional CMO services and Coaching services using the proven Authentic Growth Methodology™ that builds rigor around marketing. Created Brand and Messaging Strategies, Company Frameworks, and Marketing Action Plans.
- Clients include Technology, Software as a Service (SaaS), System Integrators, and Custom Software companies
- Clients experienced significant revenue growth. One client realized a successful acquisition.

EQUUS COMPUTE SOLUTIONS – Edina, Minnesota

2016 -2019

Vice President Marketing and Customer Solutions

Custom Computer Servers and PCs for Resellers and Businesses

Responsible for all Marketing, Market Strategy, Brand, Channels

- Created and launched a new brand strategy and product line architecture for our data center servers called WHITEBOX OPEN™. Market response was fantastic resulting in 30% year/year sales to major data center providers including Google.
- Supported a 1500 member computer VAR network providing business growth content, processes, and services packages
- Worked closely with the Equus leadership team to create new Corporate Values and promoted employee engagement.

INFINITE GRAPHICS, Minneapolis, Minnesota

2015 – 2016

Precision Imaging Engineering Services – Photolithography, 3D Nanostructures, Software

Vice President Business Development, Sales and Marketing

Responsible for all Go-To-Market – Sales, Marketing, Strategy, Brand, Channels, Systems

- Implemented New Sales Process and Tools – Created and trained team of 4 salespersons on new Quest Selling sales process resulting in 30% increase yr/yr in sales pipeline and a 300% increase of \$100k/year customers.
- Created and Launched 3 new Brands – NanoSculpt™ 3D Nano-Structures, AccuMask™ Program for Photomasks, and Stensys™ Software Platform for solder stencil CAD system. Created all collaterals, web pages, videos, inbound marketing programs, sales scripts and automated lead generation, and autoresponder emails.
- Redesigned IGI Brand and Web Lead Gen – updated igi.com website and collateral visuals/templates, wrote 6 new sales sheets using the 10C's of Marketing approach. Implemented BuzzBuilder, tied to igi.com for auto-responder lead gen.
- New Market Penetration – Created Strategic Market Plans for 3 key product areas and 8 industry segments.

CYMBET CORPORATION, Minneapolis, Minnesota
\$90M Funded Solid State Battery and Energy Harvesting for IoT Electronics Manufacturer

2008 – 2015

Vice President Global Marketing

Reported to CEO. All marketing initiatives, strategy, product roadmap, customer experience, lead generation, web.

- Created New Product Roadmaps, Redesigned the Brand, Created Marketing Collaterals – Produced market and competitive analysis, market penetration plans and identified new Cymbet product opportunities. Created new Brand identity, web visuals, all www.cymbet.com content, over 45 data sheets, white papers and application notes.
- Launched 15 new Products—Created and implemented Cymbet PDP, Product Requirements Documents, Development Plans, registered Trademarks, created Cymbet product catalog naming/branding, produced all launch materials and introduced products into North America, Europe and Asia.
- Lead Generation and Sales Pipeline Acceleration – Created all lead generation and sales pipeline processes and implemented CRM software tools. Instituted sales pipeline conversion metrics and tracking. Identified best of class tools for SEO, Adwords, web content, push-pull marketing, auto-responders, and grew leads from 0 to 35,000.
- Sales Rep and Channel Development – Identified 22 key technology and channel partners and created long-term collaboration agreements. Applied CRM and automated tools to build loyalty with Partners and Sales Reps.

READYLINKS, Minneapolis, Minnesota

2007 – 2008

\$6M Gigabit Ethernet Network Equipment Manufacturer

Vice President Sales, Marketing and Product Management

Reported to CEO. Leadership Team, 4 sales and marketing reports

- Created Strategic Plan, Product Roadmaps, Brand and all Marketing Collaterals - created all web pages and content.
- Launched 8 new Products in 9 months – Fiber to the Home, Coax triple-play converter, MTU Ethernet mux.
- Created and implemented new Channel and Go-To-Market Plans – signed 3 major Distributors and stocked.
- Generated new sales revenues – \$1M from new customers in new segments with new products.
- Identified and Closed Development Partnerships – Drove 3 U.S. and Asian partnerships for new products.
- Company Spokesperson – Presented at 20 industry trade shows, symposiums and Distribution meetings.

ADC TELECOMMUNICATIONS, Minneapolis, Minnesota

2004 – 2007

\$1.2B Network Infrastructure Manufacturer

Vice President Global Marketing

Dual directly reported to CEO and dotted line to VP of N.A Sales, VP EMEA, VP APAC and Presidents of 3 Business Units. Managed \$22 million budget, staff of 52 including Marketing, Market Managers, PR, Creative, Web, Shows, and Brand. Responsible for all customer experience initiatives including global contact centers.

- Developed global strategies as member of ADC's Executive team that created the 3-year Strategy Plan.
- Emerging Market Branding and Marketing Plans - Developed and executed 9 major plans for China, India, others.
- Analyzed emerging technology trends to create the new business strategy for Wireless Enterprise products.
- Created Marketing FTTX Campaign with 300% ROI - utilized Ads, direct mail, wrote "The Book on FTTX".
- Successful reorganization management- integrated ADC's KRONE acquisition, restructured global marketing org.
- ADC Andrew Acquisition PR – created and led communications plan for this \$2B acquisition. Directed Wall St. PR firm.

TIMESYS CORPORATION, Pittsburgh, Pennsylvania

2003 – 2004

Real-time Linux software innovator

Vice President Software Channel Sales and Business Development

Reported to CEO. Peer group with CTO, CFO, VP Product Management and VP Sales

- Signed multi-CPU licensing deals with Intel, Motorola – identified key business groups, created custom value propositions, managed field trials, negotiated contracts, trained engineers and partner salespeople.
- Grew channel sales 108% year/year for TimeSys in the OEM segment.
- Implemented Innovative Channel Programs – created the OnBoard branded program for the 15 TimeSys OEMs.
- Created TimeSys E-commerce system with automatic Lead Nurturing – prospects were automatically led through the buying process with automated choices. Resulted in adding 15% yr /yr new business using this technique.

ARISTA NETWORKS, Pittsburgh, Pennsylvania & Palo Alto, California

2002 – 2003

\$4.5M funded Optical Components start-up

Vice President Sales, Marketing and Business Development

Reported to CEO. Peer group with CTO, Dir Finance, Dir HR

- Secured design wins with Alcatel, Nortel and Ciena – identified engineering teams, managed product trials, calculated economics, received product standardization.

- Created innovative optical layer encoding product and proposed to the Federal Government DARPA agency.
- Presented in Industry forums – Spoke at events such as Supercomm, IEC, and Ethernet Forum.

CTC/FIRE NETWORKS, MARCONI/RELTEC, Dallas, Texas & Pittsburgh, Pennsylvania

1995 – 2002

\$6B IP Data, VoIP and Optical Networking Company

Vice President, Regional Marketing Officer Americas (2000 – 2002)

Reported to President of the Americas. Staff of 70 included Marketing, PR, Analyst Relations, Technical Marketing and Government marketing. Change organization structure to optimize Marconi sales team effectiveness.

Vice President Sales Emerging Markets (1999-2000)

Reported to President Optical Business Unit. Staff of 12 included 4 Director of Sales, 5 Account Managers, Customer Service Manager, 2 Senior Systems Engineers.

Vice President Business Development and M&A Americas (1998 - 1999)

Reported to President Transmission Business Unit. Staff of 4 included Director of Bus Dev, Strategic Planning Manager, 2 Market/Competitor Analysis Managers.

- Successful Strategic Acquisitions - Analyzed markets, identified targets, Created business case materials and acquisition project plans. Created and successfully executed integration plans.
- Achieved 187% of sales quota by doubling sales year/year of Optical Transport and Ethernet systems.
- Created Marconi Solutions Sales Process – designed and implemented solution selling approach to 4 vertical customer groups: Medical, Transportation, Entertainment, Universities.

General Manager and Vice President Fire Networks (1995-1998 Overlapping Dual Assignments)

Founded Fire Networks – led this internal start-up that created DSL Modems and Muxes. Fire Networks was acquired 10 months later by Reltec and became key competitive technology. Reported to Danaher Group VP. Staff of 12 included Director of Sales and staff, Director of Engineering and engineers, Director of Technical Marketing and Manager of Operations and staff.

CTC Vice President Product Development, Marketing and Operations (1995 – 1997)

Reported CEO. Staff of 42 included Director of Marketing and staff, Director of Engineering and engineers, Manager of Customer Support and staff and Manager of Operations and staff. Led CTC P&L turnaround, rationalized product portfolio, improved quality, re-organized engineering and product management teams and changed pricing models.

ADC TELECOMMUNICATIONS, Minneapolis, Minnesota

1987 – 1995

\$300M High-Growth Network Infrastructure Manufacturer

Senior Product Manager Fiber and Software Systems (1993 - 1995)

Director Engineering Test Systems (1990 - 1993)

Senior Systems Engineer (1987 - 1990)

- Delivered on time and on budget software projects - led development of 3 major software systems.
- Launched innovative new fiber products – led development and go-to-market teams through the successful launch of 6 fiber-based telecommunications products.

AT&T BELL LABS, Denver, Colorado

1980 – 1987

\$1.5B Enterprise PBX and Voice Mail Systems

Senior Systems Architect (1984– 1987)

Hardware/Firmware Engineer (1980 – 1984)

- Co-developed new PBX – created new hardware designs and microprocessor firmware.
- Network Protocols Architect – contributed to ISDN protocol specifications and participated in standards groups.

EDUCATION

UNIVERSITY OF ILLINOIS, Champaign Urbana, Illinois

Master of Science Degree – Electrical Engineering/Business Administration

UNIVERSITY OF ILLINOIS, Champaign Urbana, Illinois

Bachelor of Science Degree – Electrical Engineering/Biomedical

Certifications – Hubspot Sales Enablement, Funnelytics Certified, Data Driven Marketing Certification University of St. Thomas