

# STEVEN RUTBERG

## SALES & MARKETING EXECUTIVE

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### SUMMARY OF EXPERTISE

**Sales Leadership | Business Development | Customer Centric Selling | Account Management | Hunter | Marketing Operations | Technology Sales | Budgets | Organizational Management | Client Satisfaction | Consultative – Strategic Partnerships | Collaboration | Event Management | Salesforce**

Transformative sales and marketing executive with deep experience selling technology and SaaS solutions. Consummate storytelling with an impactful, innovative, and influential style. Known for identifying high-value opportunities and fostering long-term strategic relationships. An advocate for process optimization, can contribute by:

- **Mentoring and applying a customer centric sales approach**
- **Launching multi-faceted sales and marketing processes and strategies**
- **Collaborating with internal stakeholder teams to execute sales and marketing strategies designed to increase new sales**

### PROFESSIONAL HISTORY & SELECT ACCOMPLISHMENTS

HIGHWIRE PRESS

**SALES DIRECTOR** - Remote

Sep 2019-Feb 2020

*\$22M company provides digital content development, hosting, and analytics services to influential societies, university presses and independent publishers*

**Key Responsibilities:** Created and executed a sales plan for revenue growth in North America for diverse SaaS products. Managed end-to-end RFP process for multiple customers in collaboration with internal team members. One shared report.

**Key Achievements:**

- **Implemented customer centric selling strategies** and created robust sales framework and tools for team of 11 Sales Directors and Account Managers in the U.S. and UK.
- **Opened and advanced new opportunities for SaaS hosting**, analytics, and submission services with senior executives in scholarly publishing.
- Established new Salesforce CRM pipeline that **increased new prospects by 200** in both US and Europe.
- Shaped and delivered a consistent storyline and tone to carry to market.

FIREBRAND TECHNOLOGIES, Newburyport, MA

**DIRECTOR, SALES AND MARKETING** – Remote

Feb 2012-Nov 2018

*Transforms publisher's business workflows and metadata distribution with industry-acclaimed SaaS and software solutions*

**Key Responsibilities:** Managed business development, outreach and a solution sales pipeline of 50-100 revolving opportunities. Built relationships with executive publishing professionals to understand business requirements and facilitate solutions. Solicited and responded to RFPs. Managed one website administrator to ensure strategic branding, content and messaging. Managed one conference coordinator to plan, budget and execute all conference exhibitions.

**Key Achievements:**

- **Grew \$6m company customer base by 50%.**

- **Increased new and recurring revenue** via subscription and enterprise sales of SaaS and cloud-based business solutions.
- Provided ongoing account management and customer support to ensure success for 125 publishers.
- **Managed \$200k marketing budget** and directed all marketing strategies and initiatives including print, digital, social media, and advertising.
- **Led effort to launch a new and engaging company website.**
- **Used planning and analytics to prepare effective marketing, strategic direction and campaigns.**

WOLTERS KLUWER HEALTH, LIPPINCOTT WILLIAMS & WILKINS, Philadelphia, PA

**DIRECTOR, EDUCATIONAL MARKETING** – Remote

Nov 2010-Dec 2011

*Publishes scientific, technical, and medical content such as textbooks, reference works, simulations, websites, and over 275 scientific journals*

Key Responsibilities: Supervised six marketing managers and \$1M annual marketing budget. Interviewed, hired, trained, and evaluated staff. Managed seven direct reports.

Key Achievements:

- Successfully drove **sales of \$80M** in nursing and health professions print textbooks and digital products to higher education and direct-to-consumer channels through dynamic digital collateral and marketing campaigns.
- Provided **product training to 150 field sales representatives** and conducted customer presentations.
- Collaborated with a **multi-channel domestic and international sales teams** to establish and achieve targets.

ROUTLEDGE, TAYLOR & FRANCIS, New York, NY

**MARKETING DIRECTOR**

Jan 2007-Sept 2010

*The world's leading academic publisher in the humanities and social sciences*

Key Responsibilities: Managed staff of 36 and a \$3m marketing budget. Interviewed, hired, trained, and evaluated staff. Directed conference and exhibitions team to plan, budget, coordinate all events.

Key Achievements:

- Successfully **drove sales of \$40M** in print and electronic academic textbooks in humanities, social sciences, and business – as a result was promoted to the executive committee to help steer further growth.
- **Collaborated with a multi-channel, international, sales team** to establish and achieve targets.
- Conceptualized and **managed the Taylor & Francis global web sites** and new CRM development projects.

LAWRENCE ERLBAUM ASSOCIATES (*Acquired by Taylor & Francis*), Mahwah, NJ

**DIRECTOR OF SALES AND MARKETING**

Mar 2004-Dec 2006

*Scholarly publisher of print, eBooks, and journals in the Humanities and Social Sciences*

Key Responsibilities: Trained and managed staff of 15 and \$1.5M marketing budget. Interviewed, hired, trained, and evaluated staff. Directed exhibitions team to plan, budget, coordinate all events.

Key Achievements:

- Achieved **sales of \$21M and 20% annual growth** in print and electronic academic, scholarly, reference, textbooks, and journals in the higher education and professional markets.

- Managed web site, direct mail, and digital marketing campaigns to maintain and increase journal subscriptions/renewals and book sales. Responsibilities include seasonal budgeting, new concepts, workflow management, and ROI reporting.

#### EARLIER:

**SENIOR MARKETING MANAGER** - PRENTICE HALL - PEARSON EDUCATION, Upper Saddle River, NJ

**NATIONAL MARKETING MANAGER, COMPUTER EDUCATION** – GLENCOE - MCGRAW-HILL, Columbus, OH

#### EDUCATION:

**Master of Arts (MA)** in Media Studies, The New School for Social Research in New York, NY

**Bachelor of Arts (BA)** in Liberal Arts, The New School for Social Research in New York, NY

**Customer Centric Selling Techniques Certification**

#### TECHNOLOGY TOOLBOX

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**Content Editing:** Microsoft Office Suite: Office, Excel, PowerPoint, WordPress

**Mass Email Platforms:** Constant Contact

**Internet Work Platforms:** Google Suite, Smartsheet, Confluence, Dropbox, Go-to-Meeting, Zoom

**Sales Enablement/CRM:** Brainshark, NetSuite CRM, Salesforce, Sales Loft

#### KEY HARD SKILLS

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B2B, B2C, Budget Management, Business Intelligence, Campaign Management, Cloud, Collateral, Contract Negotiations, Convention & Event Planning, Collaborative, Consulting, CRM, E-Commerce, e-Commerce, e-Marketing, Enterprise Solutions, ERP, Forecasting, Key Account Management, Marketing Campaigns, Multimedia, Proposals, Publications, Public Speaking, Relationship Management, SaaS, Sales, Sales Administration, Sales Management, Social & New Media Marketing, Staff Development, Strategic Planning, SWOT & Needs Analysis, SWOT Analysis, Cross-functional Team Management, Technology, Territory Management, Training, Vendor Management, Vendor Negotiations, Website Development, Website Management

#### KEY SOFT SKILLS

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C-Level Relationship Management, Competitive Intelligence, Client Relations, Verbal Communication Skills, Account Management, Patience, Managing a Team, Time Management, Proactive, Time Management Skills, Strong Analytical Skills, Energetic, Passionate, Motivated, Organized, Customer Relationship Management, Customer Satisfaction, Customer - Vendor Relations, Leadership, Vendor Relations