

Steven G. Bustin

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Executive Leadership

Senior executive skilled in sales and business development, marketing, strategy, advertising, operations and media. Exceptional leader, mentor and communicator. Deeply and broadly experienced in Digital Media, SEO/SEM, Revenue Generation, Strategic Partnerships, Operational Process and Team Building for startups and large corporations.

Leadership/Mentoring
Strategic Partnerships
Operations/Process

Business Development
SEO/SEM
Training

International Expansion
Marketing/Advertising
Turnarounds

PROFESSIONAL

VP Sales and Marketing-Dev Partners, San Francisco, 2017-present
Singapore headquartered IT outsourcing company.

- Introduced first Sales, Marketing, Advertising (Lead Gen), Operations strategies and programs
- Launched North American and European markets, more than doubling company revenues
- Created developer recruitment and vetting/training processes, greatly improving developer quality, retention and availability
- Created CRM system, reducing turnover and increasing retention by over 450%
- Rebranded company and developed new revenue model based on new target markets

Founder/President-Bustin Media, San Francisco, 2010-2020

Consulting and project based company of up to 7 people working on full and part time assignments on marketing, SEM, data analysis, operations and business development for startups and major corporations.

- Co-Founder/President, VGER Minds-San Francisco, 2018-present, boutique marketing data analytics and SEO agency
- Merrill-Lynch-conducted hundreds of national sales training classes
- American Cancer Society-part of national team to analyze and recommend brand repositioning/marketing strategy, presented to board
- Outlook Ventures-various marketing and business development projects for this startup venture capital and consulting firm
- Pixel Titan-corporate relations and business development for startup focusing on capturing unstructured data via real-time social photography

- Carta Studios/Indie Global-created sales and marketing strategy and brand positioning, developed revenue model and successful ad campaign
- Additional work included; IT outsourcing company, ecommerce pet products, boating social media, online publishing, ghost writing

GM/VP-Reprise Media, San Francisco, 2008-2010

Full service SEO/SEM/Social Media agency (acquired by Media Brands)

- Managed West Coast operations to record revenue, lead on largest client (Microsoft) and largest agency partner (Universal McCann)
- Four director level reports, 18 overall, provided leadership, vision, process and mentoring
- Increased revenues by 30%, negotiated record \$34M SOW with Microsoft including dedicated staffing
- Created and managed major Reprise/Microsoft international expansion with pilot program for Canada, model for expansion to 29 countries
- Created communications process for client and agency partners, greatly improving efficiency and reducing ad planning cycle
- Introduced A/B multivariate testing to Microsoft integrated campaigns
- Instituted internal analytics, training and presentation programs for account services and media planning teams, reducing planning time

Startup Consultant and Investor-San Francisco, 2007-2008

Independent contractor and occasional investor for startups with focus on strategy, business development, revenue models and advertising.

- CRO, MyVisionOne/My eLife-a Tony Robbins startup of a personal portal with integrated communications and time management technology
- VP Business Development, RevCube-a real time, cross channel advertising, A/B testing and optimization startup
- SVP Sales & Business Development, Podaddies-video advertising and technology startup

SVP/GM Media Services-San Francisco, Aptimus 2006

Transaction based lead generation network focused on educational markets (acquired by Apollo Group)

- Recruited to create new division (Media Services), revenue model, CRM processes and Media channels (SEO, display, video, print)
- Created first analytics based, multi-level, multi-value lead gen revenue model, including A/B multivariate testing
- Developed first virtual branding and direct response strategy and media campaign (Second Life)
- Exec lead for major accounts and agencies such as Schwab and University of Arizona
- Exec lead for media and operations integration of newly acquired competitor (High Voltage)

GM/Managing Director-iCrossing, San Francisco, 2005-2006

Full service digital marketing and SEO/SEM agency (acquired by Hearst Media).

- Grew SF office from 5 employees and sub-\$1M revenue to 15 employees and over \$15M revenue
- Personally led efforts that turned around struggling key accounts: Symantec, Restoration Hardware, Sephora and Schwab
- Exec lead and business dev with key accounts: EDS, Petco, JD Power, Lexus and others
- Increased client retention by creating CRM process
- Added Research capabilities to SEO offerings, generating \$1.5M additional revenue

VP Regional Sales-Fathom Online, San Francisco, 2004-2005

Pioneer SEO/SEM agency

- Lead entire company in new accounts and up-sales, generating over 30% of company revenue, first year sales leader at \$10.1 in sales
- Developed and sold company's first global search campaign (Intel, 12 countries)
- Acted as Thought Leader for Sales, introducing new methodologies and processes including A/B testing and integrated campaigns
- Actively contributed expertise to marketing programs, PR strategies and campaigns

Co-Founder/EVP Marketing and Sales-Digital Wake, San Francisco, 2002-2003

Integrated cross-media data management startup providing real-time planning, analytics, and modeling.

- Secured contingency funding from private investors
- Created sales and marketing strategy, client and agency partnerships
- Closed LOIs with Microsoft, Coca-Cola, GM, Disney, Warner Brothers, 24/7 Media, Agency.com among others

EVP/GM Media Services-Ten Square, San Jose, 1999-2001

Out of home and POS streaming media advertising and couponing startup network.

- Managed Business Development, Marketing, Ad Sales, Creative Studio and technology partnerships
- Restructured corporate revenue model, expanded offerings to include: sponsorships, content licensing, market survey and eCommerce
- Created product roadmap, managed national rollout of Coupon Redemption Plan, first ever out-of-home interactive digital mobile couponing channel
- Negotiated and closed advertising and equity/funding agreement with Coca-Cola as first partner in coupon redemption program
- Negotiated LOI contracts, in less than 6 weeks, with 80+ advertisers including: Dreamworks, Microsoft, Pepsi and McDonalds for over \$50M

Director Product Marketing and Media Services-iBEAM Broadcasting, Sunnyvale, 1998-1999
Satellite streaming media network startup.

- Led the product design, development, marketing and launch of core and value add products and services including streaming media channel guide
- Sold and managed execution of Internet's first live streaming ad insert into a live event (House of Blues concert/broadcast)
- Negotiated with Microsoft to expand and position Media Services as leading online streaming media provide for consumer and B:B markets
- Managed partnership with DoubleClick, 24/7 Media and i-Traffic to create streaming ads
- Negotiated with content providers Warner Brothers and Fox Video resulting in pioneer streaming events such as House of Blues and Woodstock

Founder/CEO-Online Media Partners, San Francisco, 1997-1998

Online sales, marketing and advertising agency (sold to client agency Heragency.com)

- First online ad rep agency focused on female demographics
- Managed ops and sold ads to major advertisers such as: P&G, Toyota, Disney, Amazon, Microsoft, UA, IMDB
- Provided ad sales and marketing to over 25 websites

Co-Founder/GM-Cybereps, Sausalito, 1995-1997

First Online Ad-rep agency (sold to Interep Interactive)

- Created and managed sales, marketing and operations strategies and programs
- Recruited staff, sourced office space, negotiated partnership with Cybernautics (early web dev company) and others
- Negotiated strategic partnerships with websites such as IMDB, sold ads to major digital advertisers including Amazon, Disney, Toyota
- Sold one of the very first banner ads purchased by Amazon

Early Career Highlights

- VP Ad Sales-Goto.com
- Director Client Services-Consolidated Freightways
- Marketing Director-Velo-Bind
- Group Product Manager-California Canners and Growers, PVO International

EDUCATION

MBA Marketing-Golden Gate University, BS Business-University of Maryland

INSTRUCTOR

University of California at Berkeley, St. Marys' College, Golden Gate University, USCG Auxiliary

PUBLICATIONS

San Francisco Chronicle, San Francisco Examiner, ClickZ, Techli, OpEdNews, others
"Humble Heroes"-Amazon Books

