

Steve Mitchell Chazin

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A unique individual: equal parts engineer, salesperson, marketer, strategist and showman. Can invent a company's tomorrow while delighting their customers today. A master visionary who can ignite epidemics of interest, enthusiasm and passion for a company's products, people and its future in the face of any odds.

Career Highlights

[TubesNow.com / Adesso Systems](#) *web 2.0 s/w co. enabling instant networks & websites*

Vice President, Marketing *October 2006 – Present*

- Relaunched Adesso Systems (formerly 4+ year old enterprise software company) as a consumer brand; conceived and successfully launched new consumer product “Tubes”; created category, overachieved awareness and user goals; achieved same quarter monetization as launch (Q1 2007.)
- Built and managed modern marketing team of internal & external resources; PR, Analysts, Web Marketing, Web Design, Graphics Design, SEM, Advertising, Guerilla/New Media marketing.
- Built all-new website capable of extremely high traffic loads, eCommerce, SEO; achieved 10 times industry averages for all marcom programs and over 5% CTR and above 15% CTA/download rate.
- Achieved or exceeded all BOD expectations for growth of user base; responsible for all business development and monetization, internet advertising, Premium offers, offers to content and media publishers, developers and partners, drove all messaging, positioning and product management.
- Achieved free and rampant publicity via traditional media, bloggers and next-gen viral and word of mouth programs via [AP](#), [G4TV](#), [ScobleShow](#), [PCMag Site of Week](#), [Slashdot](#), [StumbleUpon](#), [Digg.com](#), achieved #1 search rank on [Google](#) for the word “Tubes” - outranking YouTube.

[Avid Technology, Inc.](#) *the worldwide leader in consumer & professional media creation tools*

Sr. Director, Worldwide Market Strategy *November 2003 – October 2006*

- Defined Avid's worldwide market strategy; grew revenue over 200% while expanding net new seats more than 350% in 2 years, coordinated worldwide sales and product marketing organizations.
- Managed \$3.5M marketing budget and optimized cross-company resources in all strategic markets, gained consensus of divisional exec management, over-achieved revenue and strategic growth goals.
- Headed Avid's \$14M worldwide Education P&L; achieved 125% revenue and 650% unit growth while increasing ASPs, initiated direct marketing to consumers & established strategic customer summits.
- Enhanced Avid's user community, built team of customers into dedicated forum moderators; grew active worldwide users groups to 55 (up from 8); turned dissatisfied customers into evangelists.
- Conceived and ran low cost/high impact buzz, viral, Gen-Y and word of mouth programs resulting in Avid's best ever results (order of magnitude improvement.)

Director, Post Production Product Marketing *April 2002 – November 2003*

- Responsible for worldwide product marketing of Avid's entire post-production video and film editing product and solutions portfolio; defined strategy, tactics, and go-to-market implementation. Drove product family launch resulting in surprise revenue growth while taking on Apple's own Final Cut Pro.
- Managed delivery of worldwide reseller and sales training; produced demand generation, product messaging & advertising activities. Influenced overall marketing mix to support tactical plan.

[Bowstreet](#) *the originator of web services, web applications and portals*

Sr. Director of Product & Corporate Marketing *January 2000 – April 2002*

- Built Bowstreet's Worldwide Marketing org; elevated Bowstreet's brand awareness – obtained top rightmost spot on Gartner's Web Services Magic Quadrant vs. Microsoft, BEA, IBM & Sun
- Owned all aspects of brand management, trade & press relations, customer & partner relations, employee relations, international marketing, speaking opportunities & tradeshow activities
- Built and led Bowstreet's Product Marketing group: established pricing, positioning product and business roadmap strategy; defined product and market requirements; supported worldwide sales force. Created marketing strategy and go-to-market campaigns for all products and services.
- Chief technology evangelist drove Bowstreet messages throughout industry. Helped raise \$140M VC. Primary Bowstreet spokesperson for industry associations, seminars, conferences, and webinars. Built relationships with industry organizations, analysts, financial analysts & trade press. Drove Bowstreet leadership in UDDI, DSML and XAML, RosettaNet, ebXML Acord, WAP, OASIS, W3C, S2ML

[Apple Computer, Inc.](#) *the worldwide leader in making consumer products simple and desirable*

Director of Marketing, Strategic Programs *1997– 2000*

- Rehired by Steve Jobs to rebuild and manage Apple's Education Marketing, including advertising, brand management, bizdev, events/trade shows, interactive marketing, licensing, market research, marcom, product development, product management, and strategic marketing.

- Created Apple University Consortium (AUC) executive advisory boards to provide product feedback to Steve Jobs ensuring Apple's products exceed the needs of the education market. Established partnerships with AUC CIOs resulting in increased sales in Apple's largest, most influential accounts.
- Represented Apple with trade associations, EDUCAUSE, Internet2, & League for Innovation
- Delivered Apple marketing messages to over 18,000 customers via on-campus presentations and through keynotes, seminars & workshops worldwide.

Account Executive & Sr. Systems Engineer; Higher Ed & Business Division 1993–1997

- Responsible for over 220% revenue and over 360% unit growth in \$35 million New England sales territory while performing dual roles of sales representative & systems engineer in territory.
- Apple Computer's #1 Account Executive of the Year 2 years in a row in same territory (1995 & 1996) while performing dual roles of sales representative & systems engineer; Golden Apple Club status for exceptional sales performance in each year eligible

Program Manager; Harvard Business School 1991–1993

- Managed strategic partnership between top executives at Apple and the Harvard Business School (HBS) that led to standardization on the Macintosh platform and over \$9 million incremental sales.
- Managed \$2 million development efforts with 34 developers to create custom software to support HBS's Program for Management Development; developed 25 multimedia products that became part of the curriculum including the industry's first multimedia CD-ROM using QuickTime digital video.

Raytheon Company one of the world's largest defense contractors

Senior Development Engineer & Section Manager; Radomes 1986–1991

- Managed 13 engineers in the design and fabrication of supersonic missile radar domes (radomes).
- Managed \$8 million multi-person software development effort to perform real-time ray tracing within electrodynamic boresight error in missile radomes leading to multiple patents.
- Founded 300+ member computer user's group and created employee purchase program.
- Earned the distinction of becoming the youngest manager in Raytheon's history.

Education

Princeton University - Master of Science; *Electrical Engineering, (MSEE, 1987)*

- Sponsored by Raytheon as Miccioli Scholar for 1987; graduated Cum Laude in 9 months.

Franklin and Marshall College - Bachelor of Arts; *Physics (BA, 1986)*

- Magna Cum Laude & Phi Beta Kappa: 4.0 average in Major; Ranked 7th in class of 465 students.
- Recipient of [*The Frank Durrell Enck Memorial Prize in Physics*](#), the Charles A. Dana Foundation Scholarship, Member, Sigma Pi Sigma Physics Honor Society