

## Contact

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## Top Skills

Strategic Planning  
Mergers and acquisitions  
Industry Analysis

## Languages

English (Native or Bilingual)

# Steve Ritchie

I integrate strategy, marketing, and sales to grow businesses  
Atlanta, Georgia

## Summary

I am a creative and strategic business builder, problem fixer, and marketing and sales leader who achieves exciting and sustainable top line results.

Pair me with engineers and designers and we will launch great ideas and build the team to accelerate the top line. Show me an underperforming business unit, a great product that hasn't reached its full potential, or a sales or marketing program that just isn't working, and I am ready to dive in and get the problem solved. I will give you a candid and well-grounded assessment, create a plan to transform the situation, and jump into action.

I have held leadership roles in sales, marketing, business development/M&A, and strategy. Within those roles, I think creatively, but bring ideas into clear and quantitative focus so they can be reviewed, refined, executed, and measured. I am genuinely excited about discovering greenfield opportunities, and in creating realistic plans to make them come to life. I can craft and implement high-level retention-driven growth strategies and get in the weeds with CRM workflows, lead integration, and sales forecasts.

Offline, I am a late-to-the-party weightlifter, wine collector (especially the offbeat wines few people have heard of), indie rock fan, and modern art lover.

Specialities: Sales transformation, B2B sales, B2B marketing, strategy, integrated marketing, SaaS, software, information services, subscription businesses, customer retention, strategy, forecasting, M&A, sales team integration

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## Experience

Reed Business Information

1 year 6 months

Vice President / Business Advisor, EG  
August 2018 - November 2018 (4 months)  
London, United Kingdom

Led a 10-week project to assist the UK's leading provider of commercial property transaction information with a go-to-market strategy that will ensure strong ROI from its recent investments in technology and content.

Vice President and Global Sales Leader -- Travel and Transportation,  
FlightGlobal

June 2017 - August 2018 (1 year 3 months)  
Portland, Oregon

Built and optimized new sales teams in the Americas and EMEA for the largest and fastest-growing sector of FlightGlobal, the world's leading provider of information and analytics for commercial aviation. Achieved >30% YOY sales growth and 97% revenue retention through focused new business acquisition representatives and dedicated account managers.

Onvia

Senior Vice President of Sales and Client Success  
November 2015 - March 2017 (1 year 5 months)  
Seattle, Washington

Restructured 62-person sales team and generated 31% new sales growth for \$25M publicly-traded information services company focused on public sector procurement information.

Introduced sales development function, increasing sales representative productivity from 1.7 to 4.0 contracts per rep per month with no net decrease in contract value.

Achieved 90%+ tenured client retention through a major re-organization of the account management team structured around vertical market expertise and emphasizing core sales and retention skills.

Increased first year net retention from <50% to 71% in six months through new onboarding, training, and initial account setup processes.

CMD Group

Senior Vice President -- Sales, Marketing, and Business Development  
August 2014 - October 2015 (1 year 3 months)  
Atlanta, GA

Managed 120+ person sales, marketing, business development, and customer care functions for U.S. operations of a leading architecture, engineering, and construction information company majority-owned by Warburg Pincus LLC.

Designed and launched new integrated marketing and sales strategy to achieve >25% new sales growth with existing sales team.

Increased annualized customer renewal rates by 9%-pts. within six months of assuming new role, generating an additional \$2M in renewal bookings

Reduced sales representative turnover from 78% to 25% annually.

Created field-based Enterprise Solutions team to provide customized information solutions for leading manufacturers, including CRM-integrated sales leads, market forecasts and analytics, and real-time interactive tools.

## Reed Business Information

7 years 7 months

### Senior Vice President of Sales and Marketing

July 2013 - August 2014 (1 year 2 months)

Greater Atlanta Area

Led strategic planning, M&A, and business development activities for the US and Canadian portions of a \$1.2B portfolio of information services businesses, and managed projects for international business units seeking to enter the US market.

Developed innovative strategic partnership with the American Institute of Architects (AIA), and developed alliances with 12 Canadian online plan room providers to enhance data acquisition.

Managed venture acquisition in Building Information Modeling (BIM) and developed long-term M&A strategy.

Restructured declining CPM-based online advertising and product directory businesses into a new Marketing Solutions business unit, reversing declining ad revenue and returning to pre-recession \$7.5M revenue base in two years.

Negotiated API and data integration licenses with leading construction industry software platforms, including Microsoft Dynamics, Sage Timberline, and US Cost.

Vice President Marketing and Business Development, Reed  
Construction Data

February 2007 - July 2013 (6 years 6 months)

Greater Atlanta Area

Reorganized and transformed marketing, web, and strategic partnership function for a leading provider of project and construction cost information for the architecture, engineering, and construction (AEC) industry.

Overhauled and relaunched business unit website for <\$50K investment, yielding 10X increase in SEO-based leads and significant improvement in pay-per-click lead generation.

Negotiated and executed first-ever strategic partnership with the American Institute of Architects (AIA), transforming our brand presence and industry visibility, while supporting the architecture profession with valuable content.

Rebuilt and refocused advertising and trade show strategies to increase ROI and improve brand consistency and resonance with core markets.

Davis Brand Capital

Senior Vice President

February 2006 - February 2007 (1 year 1 month)

Lead strategy practice for innovative brand, marketplace strategy, and agenda-setting media consulting firm based in Atlanta and St. Louis.

Built internal venture plans for largest U.S. brewing company and largest U.S. mall operator, leveraging media assets, niche branding opportunities, and alternative business models.

ChoicePoint Inc. (now Lexis-Nexis Risk Solutions)

Vice President, Business Development

May 2001 - January 2006 (4 years 9 months)

Managed strategic planning and M&A function for \$800M+ publicly traded corporation; Led teams for five acquisitions, exceeding \$250M in total purchase price.

Directed solution engineering and account management teams for \$110M direct marketing subsidiary. Led teams that won two major integrated services accounts, totaling >\$8M/year revenue.

## Diamond Management and Technology Consultants

Senior Principal

July 1998 - April 2001 (2 years 10 months)

Atlanta, GA and Chicago, IL

Led 5-10 person consulting teams for \$250K+ projects for mergers and acquisitions, corporate strategy, growth strategy, channel optimization, value chain analyses and manufacturing cost reduction

## Bain & Company, Inc.

Consultant

August 1995 - July 1998 (3 years)

Drove major analytic projects for clients in the areas of growth strategy, M&A evaluation, operations improvement, and cost reduction

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## Education

The Tuck School of Business at Dartmouth

MBA, Business Administration · (1993 - 1995)

Duke University

BA, Economics and Sociology · (1986 - 1990)