

# STEVEN D. RITCHIE

Atlanta, GA | [steve@steveritchie.net](mailto:steve@steveritchie.net)

## SUMMARY

Transformational business leader who has rebuilt the revenue-generating operations of four information services companies, built multiple long-term strategic partnerships, and managed M&A transactions over \$250M. Seeking opportunities with growth-stage or performance-challenged companies seeking to dramatically increase top-line growth and build a long-term strategy to maximize enterprise value.

## EMPLOYMENT HISTORY

### Vice President/Business Advisor

Aug 2018- Nov 2018

#### EG (a division of Reed Business Information)

London, UK

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.

- Created new market penetration strategy based on targeted accounts, integrating data acquisition with the sales process, and a clear focus on first year retention
- Optimized fundamental lead generation, contract management, and forecasting processes to improve revenue predictability and to facilitate greater growth

### Vice President/Global Sales Leader – Travel and Transportation

Jun 2017 – Aug 2018

#### FlightGlobal (a division of Reed Business Information)

Portland, OR and London, UK

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.
- Introduced first-ever sales development program, yielding >150 sales appointments per month and facilitating contract counts from ~10 to >40 per month.
- Managed sales transitions from three acquired companies, using two independent CRM instances and different pricing schemes to maintain 95%+ revenue retention and >20% sales growth.

### Senior Vice President, Sales and Client Success

Nov 2015 – Mar 2017

#### Onvia, Inc. (now Deltek Inc.)

Seattle, WA

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.

**Senior Vice President, Sales and Marketing**  
**CMD Group LLC (*spun-out of Reed Business Information*)**  
Atlanta, GA

Jul 2013 – Oct 2015

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.

**Vice President, Marketing and Business Development**  
**Reed Business Information**  
Atlanta, GA and London, UK

Feb 2007 – Jul 2013

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.

**Senior Vice President**  
**Davis Brand Capital**  
Atlanta, GA and St. Louis, MO

Feb 2006 – Feb 2007

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

May 2001 – Feb 2006

**Vice President, Business Development**  
**ChoicePoint Inc. (*now Lexis-Nexis Risk Solutions*)**  
Atlanta, GA

Managed strategic planning and M&A function for \$800M+ publicly traded insurance and public records information company. Led teams for five acquisitions, exceeding \$250M in total investment.

**Senior Principal**  
**Diamond Management Consultants (*now PwC*)**  
Atlanta, GA and Chicago, IL

Jul 1998 – May 2001

**Consultant**  
**Bain & Company, Inc.**  
Boston, MA and Atlanta, GA

Jul 1995 – Jul 1998

**EDUCATION**

- 1995. MBA with *Highest Distinction*. Amos Tuck School of Business Administration, Dartmouth College. Amos Tuck Scholar, Julia Stell Award.
- 1990. BA *summa cum laude*, Duke University, Sociology and Economics. Phi Beta Kappa, President, Chi Psi Fraternity.