

# STEVEN D. RITCHIE

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## 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 RELX Group, PLC)

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 RELX Group, PLC)

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.

- Built two sales teams (US and UK) from eight to 24 people to drive rapid sales growth in leading travel-related information services.
- 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.
- Managing 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

Transformed sales, account management, and sales operations for \$25M publicly-traded information services company focused on public sector procurement information by improving personnel productivity, contract volume, and sales infrastructure enhancement.

- Restructured 62-person sales team and generated 31% new sales growth after two consecutive years of sales declines, exceeding total sales budget for the first time in six years.
- Introduced and ramped sales development function, increasing sales representative productivity from 1.7 to 4.0 contracts per rep per month at no net decrease in contract value through rebuilding integrated marketing and sales campaigns and redesigning workflows within legacy CRM system.
- 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 over basic customer service.
- Introduced first year client retention team, increase first year net retention from <50% to 71% in six months through new onboarding, training, and initial account setup processes and resource management.

- Built centralized client support center to increase end user support quality with a cost-effective and scalable operation that guaranteed coverage during all business hours.

**Senior Vice President, Sales and Marketing**  
**CMD Group LLC (formerly part of Reed Business Information)**  
 Atlanta, GA

Jul 2013 – Oct 2015

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

- Designed and launched new integrated marketing and sales strategy to increase both average contract value and contracts closed with existing sales resources by improving integration with lead generation and streamlined sales processes.
- Reorganized 120+ person sales team while doubling average contract value and reducing employee turnover from 78% to 25% annually, reversing a long-term decline in sales performance and in salesforce retention. Achieved >25% year on year new sales growth with existing sales team for two consecutive years.
- Created high-performing 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 to identify interrelationships of architects, general contractors, and subcontractors among major construction projects.
- Increased annualized customer renewal rates by 9%-pts. within six months of assuming new role, generating an additional \$2M in renewal revenue.

**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 build a presence in the US market.

- Developed innovative strategic partnership with the American Institute of Architects (AIA), and developed alliances with over 12 online plan room providers to enhance data acquisition.
- Managed M&A process for technology venture in Building Information Modeling (BIM) and developed long-term M&A target list and acquisition 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 U.S. brewing company and largest U.S. 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 purchase price.

**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.