
STEVEN D. RITCHIE

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SALES AND BUSINESS DEVELOPMENT EXECUTIVE

Transformational, dynamic executive with over 20 years of experience driving sales, business development, and marketing strategies. Inspires and empowers teams to capture multimillion-dollar deals and consistently exceed annual goals. Entrepreneurial leader who builds revenue-generating operations, long-term strategic partnerships, and high-performance teams. Utilizes innovative strategies that boost customer acquisition and retention, dramatically increase top-line growth, and maximize enterprise value.

Core Competencies

Sales Leadership • Strategic Planning • M&A • Strategic Partnerships • Sales
Process Optimization • Subscription-based Businesses • Alliances • Coaching • Hiring
Pipeline Management • Reporting • Performance Management • Account Retention
New Business Development • Sales Forecasting • Business Plans • Turnarounds • Team Building

RECENT EXPERIENCE

REED BUSINESS INFORMATION (\$1.2B business analytics and information company) 2017–2018

Vice President at EG (*Estates Gazette*, London, England, 2018)

- Advised divisional chief executive officer (CEO) on the restructuring of sales and marketing teams, leveraging data and analytics to optimize sales and capitalize on \$4M technology investment.
- Built and launched forecasting and budgeting processes designed to increase forecast accuracy for new business to +/-10% and renewals to +/-5%.
- Developed new lead distribution rules/methodologies, allowing for lead flow measurement, protecting leads from being lost, and ultimately boosting lead flow by 100% with no incremental marketing spend.
- Implemented e-signature technology, clarified discount approval guidelines, and developed promotions for targeted accounts. These steps increased contract volume by 50%, grew the sales pipeline by 15% in 2 months, and are projected to boost sales by \$1M–\$2M annually.

Vice President and Global Sales Leader at FlightGlobal (Portland, OR, 2017–2018)

- Developed and implemented sales strategy to build largest (\$45M in sales), fastest-growing business unit, integrating 3 acquisitions and 2 Salesforce platforms to create a unified sales function.
- Built strong sales team, engaging top-tier talent to fill 2 new leadership positions. Completed all sales and account management hiring on schedule and tripled sales team size (from 7 to 25) within 4 months.
- Introduced sales development function and hired dedicated staff to focus on lead generation and customer acquisition, increasing contracts by 300% a month and producing \$6M in new business.
- Instituted client retention strategies—such as quarterly contact and regular reviews—that more fully engaged clients, created upsell opportunities, and led to a retention rate of 95% or higher.
- Delivered dynamic leadership, achieving a 10% net increase in sales over previous sales plans.

ONVIA INC. (\$26M business intelligence company, acquired by Deltek) 2015–2017

Senior Vice President Seattle, WA

- Oversaw all revenue functions, including new business acquisition, customer retention, and sales operations. Implemented strategies that grew sales by 31% in 1 year, reversing 3 years of decline.
- Managed and mentored 62-person staff, worked with Human Resources to source and hire top talent, and monitored employee performance to ensure short- and long-term sales goals were met.
- Created sales development team that increased closed contract volume by 135% per person.
- Reorganized and trained sales teams to improve customer retention. This resulted in 90% tenured client retention, 71% first-year retention (up from 50%), and 98% renewal business retention.

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RECENT EXPERIENCE, continued

CMD GROUP LLC (construction project information provider, acquired by Roper Industries) 2013–2015
Senior Vice President Atlanta, GA

- Managed 125-person sales, marketing, and business development teams, as well as a \$12M budget.
- Designed and implemented sales and marketing strategies that increased new sales by 25%, renewal rates by 9%, and lead generation by 300%, as well as decreasing trade show expenses by 50%.
- Created and implemented employee retention strategies that reduced annual turnover by 53%. This included revising the commission plan, removing restrictions and impediments to deal approval, and developing a training/onboarding program.
- Formed transformational, first-ever strategic partnership with American Institute of Architects that significantly increased brand equity, credibility, and visibility.

REED BUSINESS INFORMATION 2007–2013
Vice President, Marketing and Business Development Atlanta, GA

- Directed 15 staff, as well as strategic planning, mergers and acquisitions (M&A), and business development activities for the U.S. and Canadian portions of a \$1.2B portfolio.
- Managed projects for international businesses seeking to build U.S. market presence.
- Developed and launched alliances with 12 key industry players to enhance data acquisition abilities.
- Restructured online advertising and product directory businesses, reversing declining revenue and returning to previous \$7.5M revenue base within 2 years.

DAVIS BRAND CAPITAL (\$5M consumer branding consulting company) 2006–2007
Senior Vice President Atlanta, GA

- Led consultant teams in helping clients develop internal brands and source new revenue streams.
- Built client business cases and internal venture plans that demonstrated potential revenue growth through innovative advertising, marketing, and distribution strategies.

CHOICEPOINT INC. (\$1B data aggregation company, acquired by LexisNexis Risk Solutions) 2001–2006
Vice President, Business Development Atlanta, GA

- Managed strategic planning, identifying opportunities for growth and process optimization.
- Oversaw teams in completing 5 acquisitions that added over \$150M in initial annual revenue.
- Led team to win a \$14M database marketing contract, converting it from a 10-year incumbent firm.

EARLY CAREER HIGHLIGHTS

- **Principal at Diamond Technology Partners** (now part of PWC): Managed consulting teams in completing client strategy projects in areas that included Internet, divestiture, and growth.
- **Consultant at Bain & Company**: Managed 4–6-member consultant teams. Proposed and oversaw Atlanta office's first pro bono project for an AIDS service organization.
- **Associate Manager at The Prudential Insurance Company of America**: Built bank compliance training and certification program for acquired bank businesses.

EDUCATION

- **Master of Business Administration**, Tuck School of Business at Dartmouth College, Hanover, NH
- **Bachelor of Arts** in economics and sociology, Duke University, Durham, NC

ADDITIONAL INFORMATION

- **Technical Skills**: Microsoft Office Suite, Salesforce, Tableau