

Steve Ritchie

Senior strategy, marketing, and sales leader that transforms revenue growth for SaaS and information services companies

steve@steveritchie.net

Summary

I am a creative and strategic business builder, problem fixer, and revenue generator who achieves sustainable results that make my teams proud.

Pair me with engineers and designers and we will launch great ideas and build the team to drive them to their full economic potential. Show me an underperforming business unit, a great product that hasn't reached its full potential, a greenfield opportunity that needs a passionate leader to get it off the ground, or a sales or marketing program that just isn't working, and I light up. I will give you a candid and well-grounded assessment, create a plan to transform the situation, and be eager to jump into action.

My functional expertise is in sales, marketing, business development/M&A, and strategy. Within those functions, I am at my best when I combine the creative with the logical, and the strategic with the quantitative. 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.

For over 20 years, I have seen the tremendous value that data and information can bring to businesses and have spent my career evangelizing and leveraging data and analytics and the economic value they can unleash for all stakeholders. Done right, utilizing the data intrinsic to almost any business can be transformational, and I am passionate about leading those kinds of business transformations.

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

Experience

Vice President / Business Advisor, EG at Reed Business Information

August 2018 - Present

Leading an 8-10 week project to assist the UK's leading provider of commercial property transaction information and analytics 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 at Reed Business Information

June 2017 - August 2018 (1 year 3 months)

Hired and deployed 20-person global sales and account management team responsible for embedding cutting edge information into the processes of airlines, travel agencies, and other service providers to make air travel better for everyone. Doubled sales team and redefined sales roles to increase contract volume by 4X and accelerate new customer acquisition by 3X.

Senior Vice President of Sales and Client Success at Onvia

November 2015 - March 2017 (1 year 5 months)

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, all with no new product releases or staff increases.

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.

Led all organizational restructurings with no unwanted turnover in any sales team.

Senior Vice President -- Sales, Marketing, and Business Development at CMD Group

August 2014 - October 2015 (1 year 3 months)

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.

Maintained 20%+ sales growth through two sales processes, yielding significant capital value for the company's owners through the transactions.

Overhauled sales compensation program to simplify payment calculations, better align commission expense with lifetime value (LTV), and lower overall customer acquisition cost (CAC) to ensure sustained profitability through the subscription cycle. Program executed with minimal sales turnover and sustained morale among the sales team.

Senior Vice President of Sales and Marketing at Reed Business Information

July 2013 - August 2014 (1 year 2 months)

Managed sales, marketing, business development, and customer care functions for U.S. operations of a leading architecture, engineering, and construction information services company.

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 online lead generation, improved sales processes, and targeted sales promotions.

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 resources 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 invoiced revenue.

Vice President -- Strategy and Business Development at Reed Business Information

January 2012 - July 2013 (1 year 7 months)

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

Built corporate strategy template for maximizing performance of information services businesses across the portfolio, driving maximum value from strategic position, revenue generation, and operational performance.

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 businesses into a new Marketing Solutions business unit, reversing declining ad revenue and returning to pre-recession \$7.5M revenue base by 2014

Migrated legacy print building product directory to a fully search engine optimized online database with an open source infrastructure, reducing annual support costs by \$500K while increasing page views and document downloads by 10X.

Collaborated with UK-based human resources information company to overhaul and re-establish its sales and marketing strategy for the US market.

Vice President Marketing and Business Development, Reed Construction Data at Reed Business Information

February 2007 - January 2012 (5 years)

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.

Senior Vice President at Davis Brand Capital

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.

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

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.

Senior Principal at Diamond Management and Technology Consultants

July 1998 - April 2001 (2 years 10 months)

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

Consultant at Bain & Company, Inc.

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

Education

The Tuck School of Business at Dartmouth

MBA, Business Administration, 1993 - 1995

Activities and Societies: Graduated with Highest Distinction, Amos Tuck Scholar

Duke University

BA, Economics and Sociology, 1986 - 1990

Activities and Societies: Graduated Summa Cum Laude, Phi Beta Kappa, Chi Psi Fraternity

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[Contact Steve on LinkedIn](#)