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Top Skills

Development of Strategy
Business Acumen
Account Management

Certifications

Six Sigma Green Belt

Publications

Domino Effect- Dominate the
Marketplace

Stephen Rosen

Leading Revenue Growth and Marketing Operations with Strategic
Initiatives and Strong Business Acumen

Leesburg, Florida, United States

Summary

As an executive level business professional, I bring decades of experience overseeing revenue growth, culture transformation, and marketing strategies within multiple industries. My leadership includes managing a cross-functional team of 30 professionals with a focus on advancing strategic initiatives and operational excellence, which has led to impressive double-digit percentage sales increases year over year over year.

With an MBA, Six Sigma Green Belt certification and expertise in strategy development, creative problem-solving, and team leadership, I am dedicated to aligning revenue generating activities and marketing operations with organizational goals to drive sustainable growth and innovation. My commitment to collaboration and delivering results reflects my passion for creating impactful solutions that benefit both stakeholders and customers through a self-developed methodology SPEAR (Sincerity, Patience, Empathy, Appreciation, Respect).

Experience

The Villages® Media Company

Director, Electronic Media & Marketing Operations

September 2021 - Present (4 years 2 months)

The Villages, Florida, United States

Overseeing revenue growth, culture transformation, and marketing strategies across a diverse traditional media portfolio. Led a team of 30 across sales, engineering, production, and marketing for two different product lines. Created new product standards and effectiveness allowing revenue growth well into the double and triple digit percentages.

EO Media Group

Director of Revenue

July 2020 - July 2021 (1 year 1 month)

Bend, Oregon, United States

The Bulletin | Whiteboard Digital Media | CO Media Group

Managed a \$3.25M advertising revenue portfolio, leading a 12-member sales and revenue team. Focused on digital expansion and strategic revenue recovery.

Adams Publishing Group LLC

Director, Revenue & Business Operations

September 2018 - May 2020 (1 year 9 months)

Klamath Falls, Oregon, United States

Traditional Sales & General Manager role for print & digital marketing products, and non-traditional revenue generation with additional responsibilities in Training, Marketing (Brand Management, Events & Sponsorships) and developing multiple income streams.

Surpassed revenue goals first 9 months of year with a successful EBITDA performance.

Direct staff management of 10 with responsibility for another 18 individuals, cross functional leadership, budgeting/P&L and strategic direction. Highly visible in community programs and organizations.

Chair of new company-wide Training Task Force authoring, presenting and producing in excess of 40 videos. (7/19-present)

M. Roberts Media

Corporate Marketing Director

November 2016 - September 2018 (1 year 11 months)

Longview, Texas, United States

Key role in developing new business across all revenue channels including but not limited to managing company and product branding, subscription incentives, membership/rewards programs, advertiser & sponsor based activity via non-traditional revenue opportunities & strategies.

Highly visible role within community working with numerous civic leaders and non-profit organizations. Increased responsibility to create, develop, and implement marketing strategies for Victoria Advocate, Longview News-Journal, Marshall News-Messenger and Panola Watchman newspapers and websites, related magazines, events, and other non-traditional revenue generation.

Fully responsible for creation, negotiation, promotion, and implementation of www.903MusicFest.com including 10 bands on 1 stage over 2 days with seven internationally known artists from multiple genres.

Erie Times-News

Retail Sales & Event Manager

February 2013 - October 2014 (1 year 9 months)

Erie, PA

With Times Publishing Company, managed a staff of 10 local sales representatives and oversaw all aspects of international/national celebrity-based community events. Initiated detailed sales strategy including customer audit/rationalization, team restructuring including turnover and transitional management.

- Performed sales calls, worked with staff on proposals, created approaches and advertising messages, and managed new revenue generating events including local and internationally known celebrities and acts.
- Provided training to a group of more than 35 employees.
- Supervised various event management activities like Concerts, speaker series, kids' expo, awards, and dinners/banquets, while managing all components of events (artist negotiation, venue selection, logistics and ticket sales).
- Achieved an increase in sales by using digital/mobile team including SEM, SEO, Web, Video, and more.
- Contributed to the increased budget goals of work force/team members.

Erie Federal Credit Union

Chief Marketing Officer

June 2011 - January 2013 (1 year 8 months)

Erie, PA

At Erie Federal Credit Union, engaged in developing marketing communication strategy and its implementation by leading a marketing team of five to increase membership and profitability of a regional financial institution. Played a crucial role in providing leadership and motivation.

- Successfully achieved and exceeded KPI goals.
- Achieved multi-million growth in mortgage products and volume.
- Generated huge increase in Merchant Direct Loans.

Geometrics, Inc.

Global Marketing Director (Rehired)

November 2008 - June 2011 (2 years 8 months)

San Jose, CA

As the Global Marketing Director, I orchestrated the development, implementation and continuous analysis of a global marketing communication strategy for high-tech geophysical engineering based sensors.

- Achieved success in doubling the number of daily visitors and tripling inquiries from new website.
- Efficiently scripted and directed over 30 technical videos for web and DVD distribution.
- Gained experience of working with international sales representatives.

Domino Effect, Inc.

Principal/Chief Executive Officer

March 2004 - November 2008 (4 years 9 months)

Erie, PA

Within his role as a Chief Executive Officer, focus was on designing and implementing client specific executive & management programs, strategic marketing plans and new product development projects. He also looked after technology, engineering, manufacturing, and service based companies.

- Authored two books for the national speakers tour.
- Expedited operations from “start up” to billing \$15k/month, in less than four months.
- Managed a staff of two full time, and one part time with benefits and office expenses.

Geometrics, Inc.

Director, Utility Products Division

January 2002 - December 2003 (2 years)

San Jose, CA

As the Director of the Utility Products Division, Stephen was involved in launching and managing a new product line in close coordination with the Company President.

- Boosted the product line through distribution and generated multi-million sales in the first year itself.
- Created industry changing product through focus groups and qualitative research.

Education

Kennedy-Western University

Masters, Business Administration · (2001 - 2003)

Clarion University of Pennsylvania

Bachelor of Science Degree, Communication · (1983 - 1987)