

Steven L. Gregg

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BUSINESS-TO-BUSINESS SALES AND MARKETING EXECUTIVE

Results-driven executive with extensive experience in developing and implementing successful sales and marketing programs offering outsourced services to businesses. Demonstrated accomplishments in new business development, integrated multi-channel marketing, and major account sales and retention. Collaborative senior manager adept at successfully orchestrating the sale of complex services at the C-level through a strategic solutions approach. Effective team leader with excellent communication, organizational, and analytical skills.

Solution Selling of Complex Services Strategic Marketing Planning Brand Positioning

Tactical Planning and Execution Lead Generation Pipeline Management

Pricing/Profit Analysis Executive Presentations Contract Negotiations

Client Relations and Retention Budget Planning & Management Business Partnerships

PROFESSIONAL EXPERIENCE

BLUESKY BRANDS, INC./AB&C GROUP, INC.

Reston, VA
1991 to 2008

Senior sales, marketing, and corporate management responsibilities for this leading provider of outsourced direct response call center and fulfillment services have focused on profitable major account acquisition and retention.

Chief Marketing Officer

2005 to 2008

- Reflecting direction of new owners, revamped marketing plan to focus on revenue growth through larger accounts and directed its successful implementation. New clients acquired during this period include the Smithsonian Institution, U.S. Olympic Committee, and Rubbermaid. Negotiated multi-year contracts with those organizations valued at \$21 million.
- Developed new pricing and profitability analysis tool in conjunction with senior operations and financial management that improved ability to project profitability of prospective clients.

Senior Vice President, Sales & Marketing

1997 to 2005

- Strengthened company's market position as a leader in providing direct response services for commercial and nonprofit organizations through integrated marketing programs and solution selling. New client relationships developed during this period include the National Geographic Society, Bra Smyth, The Nature Conservancy, Junonia, U.S. Tennis Association, and the U.S. Chamber of Commerce.

- Managed consultant and team of specialists in updating the company's corporate web site. Project was completed on time and within budget, and tripled the average number of leads generated monthly.
- Worked with other senior executives as member of internal financial review group to assess corporate performance and effect changes to enhance profitability. Efforts reduced divisional and corporate overhead by 10 percent and improved gross margins by 8 percent.
- Played leading role in identifying new services to serve market needs for e-commerce fulfillment and customer service. Initiatives included developing strategic partnerships to position company as a leader in direct commerce fulfillment.

Vice President, Marketing

1992 to 1997

- Planned and led formation of a corporate marketing entity focused on developing new business in the association marketplace. Award-winning marketing campaigns generated over \$1 million in new business during first year and helped triple annual corporate revenues to \$24 million during a five year period.
- Developed lead generation programs incorporating targeted database marketing techniques and brand-building collateral materials and space advertising.

Vice-President, Marketing Management

1991 to 1992

- Directed client services department, including supervision of six person account management team. Instituted improvements in internal and external communication that reduced service errors and improved problem-solving across departments.

INT'L COFFEE ORGANIZATION/COFFEE DEVELOPMENT GROUPWashington, DC
1982 to 1991

Held increasingly responsible marketing and management positions with organization funded by the coffee producing countries to promote coffee consumption in the U.S. Began as Regional Marketing Representative and was promoted through several national positions to Vice President/Director of Marketing. Accomplishments include developing and marketing promotional products, conducting educational seminars, overseeing national tour of shopping malls, and a lead role in the organization's successful efforts to research and promote iced coffee beverages (companies worked with include Procter & Gamble and Starbucks).

EDUCATIONStanford University
BA-EconomicsPalo Alto, CA
1982**PROFESSIONAL AFFILIATIONS AND AWARDS**

Direct Marketing Association of Washington, since 1991
 DMA Catalog and Multi-Channel Marketing Council, since 2003
 NEMOA (formerly New England Mail Order Association), since 2005
 American Society of Association Executives (ASAE), 1991 to 2007
 Chair, Membership Committee, Greater Washington Society of Association Execs, 1995
 Rising Star, Greater Washington Society of Association Executives, 1995
 PRIMA (Promoting & Recognizing Innovation in Marketing to Assns) Awards, 1995, 1996, 1998