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loudbike



Al*che*mist

...one who applies a process of transmuting a common substance, usually of little value, into a substance of great value.

Profile

In the last 27 years, Stephen Munro has held key positions with technology companies in the Customer Relationship Management, Content Management, ERP, E-Commerce, Managed Print and Systems Integration sectors.

Summary

A track record of performance in growing and managing relatively young technology businesses in a predictable, profitable and ethical manner. Proven ability to quickly understand complex business issues and craft a holistic, successful and integrated business with a minimum of resources.

Executive Accomplishments

- Developed and executed a business plan to move a software company specializing in ERP software for the Office Products industry into the emerging Managed Print market. This initiative was so successful that the company now enjoys a **virtually uncontested leadership position** in the OP Dealer Managed Print space. Executed a Managed Print pilot program that **generated \$300,000 in net new revenue for the company in less than 60 days.**
- Built and launched an e-commerce business for a niche power sports market. A highly innovative launch strategy propelled the e-store to a **market leadership position generating mid-six figure sales revenue in less than three months.**
- For an international Content Engineering software company, repositioned the business from “tool maker” to “solutions provider” while implementing a new sales methodology and developing key domestic and international partners. Rebuilt the sales organization and implemented a revised go-to-market strategy that **drove revenues to 191% over the same period in 2003.** As well, negotiated Corporate Enterprise License and Services agreements with The Boeing Company.
- At a leading equipment-centric CRM company, built a sales and marketing organization that **increased sales by over 100% four years running.** For the same organization, personally **developed and closed the three largest accounts in the company’s history.**
- Developed a VAR channel that contributed 60% of revenue and was **instrumental in significantly growing the overall business.**
- Created a medium-term business plan for a growing CRM systems supplier to **secure investment of \$4M in Venture Capital placements.**
- Built and executed a go-to-market strategy for a second-generation e-CRM product suite that **catapulted the business from start-up to established player in its market segment in less than 6 months.**
- Managed a business centre for a major international systems integrator that consistently **produced the highest level of profitability** in the company’s Canadian “product-based” operations.

Special Skills

International sales and start-up experience have honed the following skills:

- Vision - Predictive delivery – uncompromised ethics – creative and agile
- Execution – Consistent achievement of revenue and profit objectives
- Management – optimizing resources to meet or exceed objectives
- Leadership – teams of 4 to 30 people
- Teamwork - Strategic Alliances to accelerate market share

Career History

2006 – 2009	Director, New Markets – Digital Gateway Inc.
2004 – 2006	Owner, loudbike, loudbike e-store
2003 – 2004	Vice President, Business Development, Stilo Corporation
2000 – 2003	Regional Sales Director, Astea International
1993 – 2000	Vice President, Business Development, ServicePlus Corporation
1990 – 1992	Contract Management Consultant
1988 – 1990	Director, Business Development, International Datacasting Corporation
1982 – 1988	Successive Positions - Kinburn Technology Group (SHL, McLeod Bishop)
1979 – 1982	Insurance Systems Specialist, Canadian Insurance Computer Systems Inc.