

Steven Spencer

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SUMMARY

Accomplished Business and Technology Executive with strong skills in business leadership, technology and business operations. Provides a unique and compelling blend of management expertise that spans technology (engineering, project, quality, vendor and product management), business development (including marketing, advertising and strategy), and executive responsibility. Expertise spans the following disciplines:

Analytics

Content Licensing

Mobile Content and Applications

Quality Management

Media Strategy

Business Development

Social Media

Intellectual Property

Product Management

Mobile Advertising

Project Management and Budgeting

E-Commerce

PROFESSIONAL EXPERIENCE

September 2008 to

Present

CAYUGA SERVICES LLC, NEW YORK, NEW YORK

Digital Media, Social Media, Online Music, Mobile Marketing, E-Commerce Consulting

- **Consulting Chief Executive and CTO Assignments**

Clients have included Tier 1 mobile carriers, Major Equipment Manufacturers, Mobile Ad Networks, Social Media, Music and Video Services, global MVNOs
Project/Program Management, Budgeting, Architecture, Vendor Management
Provide expert IP consulting for Patent generation and defense

- **Consulting Chief Technology Officer, Spectrum Mobile**

Provided Mobile Architecture, Network and IT, for ad supported Mobile service
Architected Analytics Platform
Managed Vendors to successfully implement service

- **Consulting Chief Operating Officer and Chief Technology Officer, Beezag.com**

Initiated, established and manage all company operations and procedures
Marketing, Product Management, Financial and Budgeting, HR, Information Technology
Successful Alpha Launch of Product within first 10 weeks
Initiated, established and manage all company operations and procedures
Product Mgm't, Financial and Budgeting, HR, Dev'l, QA, Network Ops, Marketing
Lead Operations for virtual staff across 3 continents (6 internal, 25 contractors)
Successful Alpha Launch of Product within first 10 weeks

- **Yankee Group – Mobile Analyst**

Provide Strategic and tactical project consulting
Lead client strategy workshops
Author Blog on Yankee Group Website

September 2004 to

August 2008

UPOC NETWORKS, NEW YORK, NY

Mobile Messaging, Social Media, Online Music, Mobile Marketing and Premium SMS Billing Transactions

- **Recruited by investors as Chief Technology Officer of turnaround management team**

- **Requested by Acquirer to remain with newly merged company as CEO & Board Member**

- **Appointed to Board of Directors of Dada Entertainment, a JV between Dada and Sony BMG**

Led turnaround in technology, product realization and marketing
Managed increase in revenues by over 250%, with a 50% reduction in costs
Personally led sales efforts with major clients (Virgin Mobile, Starwood Hotels, AT&T)
Positioned company for successful acquisition by Dada S.P.A. in 2006
Managed the successful post acquisition business and technical integration with Dada USA

**March 2004 to
September 2004**

CRITICAL MENTION, NEW YORK, NY

Web-based television search and broadcast monitoring service

- Led technical deployment and new product introduction for start-up video syndication business
- **Managed development and operations as hands-on Consulting Chief Technology Officer**

**April 2000 to
March 2004**

PINNACOR (Previously ScreamingMedia), NEW YORK, NY

Provider of syndicated business and financial information to web and wireless services

- **Recruited as General Manager and Executive Vice President Wireless Division**
- Participated in IPO road show promoting company to investors, IPO in 2000
- **Promoted to Chief Technology Officer**
- Managed team of 125 engineers and product managers in four locations
- Led the transformation of Pinnacor to an enterprise class technology service provider
- Commenced building the Wireless start-up business at Pinnacor in mid 2002
- Achieved first year revenue in excess of \$5M with minimal company investment
- Wireless business was self-funded with upfront customer fees
- Managed sales, business development, product management and technology for wireless division
- Led successful contract negotiations with AT&T, Verizon, Vodafone, T-Mobile, Virgin Mobile, Cellular One, Comcast, Boeing, Lufthansa and LodgeNet
- Pinnacor was acquired by CBS MarketWatch in 4Q2003 for \$110M
- The combined entity was acquired by Dow Jones in 2004 for over \$500M

**June 1980 to
April 2000**

LUCENT TECHNOLOGIES/BELL LABORATORIES, WHIPPANY, NJ

Provider of Telecommunication Infrastructure and Systems

- **Assigned to lead new Wireless Data Business in 1998 (Managing Director)**
 - Overall business leadership for wireless Internet business
 - Created the fundamental vision for the establishment of the business
 - Recruited world class team which totaled 45 engineers, business developers and analysts
 - Established key industry-wide partnerships on a global scale
 - Provided business discipline and results focused management to emerging products
 - Successfully implemented business goals with timely product commercialization
- **Appointed to lead internet appliance business at AT&T Consumer Products in 1997 (Director)**
 - Initiated and led establishment of a new Internet appliance business
 - Overall project leadership and strategy for multimedia communication devices
 - Managed market research, feature identification, project plans and business cases
 - Established and led key alliances both within Lucent and with outside firms
 - Commercialized the first a Internet appliance for Lucent Technologies
 - Developed "Smart Phone" business strategy, including content integration
- **Promoted to Director, Business Development in 1995**
 - Developed the vision, strategy and implementation for a new data-oriented business
 - Managed a large cross-functional team to achieve business goals
 - Established a comprehensive network software strategy for Internet services
 - Led Strategic alliance formation with Sun, HP, Intel and other companies
 - Efforts led to the creation of the Internet appliance business at AT&T Consumer Products
- **Promoted to Project Manager, Visual and Multimedia Communications in 1993**
 - Founding member of multimedia start-up business within AT&T
 - Managed creation and deployment of business processes
 - Led media relations, sales training, market messaging and PR program
 - Negotiated strategic customer alliances

- **Promoted to Manager Advanced SLC Systems in 1990**
 - Overall commercial responsibility for Digital Loop Carrier Systems
 - Led the project from concept to successful market introduction
 - Created pricing, feature and manufacturing strategy
 - Led development of sales training and bid response strategy
 - Product has had annual sales in excess of \$500M since 1994
- **Promoted to Supervisor - Advanced Digital Interface Group in 1985**
 - Responsible for strategic technical planning for AT&T Access Business Unit
 - Led AT&T analysis and negotiation team for Bellcore access standards
 - Designed, led and mediated customer focus groups
 - Efforts resulted in the successful introduction of the next generation loop carrier system
- **Hired in 1980, Matriculated from Cornell Masters Program in 1981**
 - Architected and designed for manufacture various hardware, software and firmware products for fiber optic transmission systems

EDUCATION

- Stern School of Business, New York University
 - Master of Business Administration (Marketing) -With Highest Honors -1987
- Cornell University, Ithaca, New York
 - Master of Engineering (Electrical Engineering) -1981
- Union College, Schenectady, New York
 - Bachelor of Science (Electrical Engineering) -1980

CONTINUING EDUCATION

- Praxis/Cranfield Centre for Personal Effectiveness -1999
- Wharton School of Business - Executive Negotiation Workshop -1997
- Cranfield University Partnership Leadership Program -1996
- Wharton School of Business - Strategy Implementation Workshop -1995
- Wharton School of Business - Mergers and Acquisitions Workshop -1994

AFFILIATIONS & HONORS

- Board Advisor for Several Early Stage Mobile/Advertising/Internet Companies
- Executive Board Member, CTIA Internet Caucus
- Frequent industry event speaker, have spoken at over 25 events in the last 5 years
- Author of Blog on Advertising/Social Media/Mobile with over 2000 weekly subscribers
- Chairperson of the Mobile Content Working Group of CTIA
- Honored with Union College Outstanding Engineering Alumni Gold Award
- Alumni recruiter for Union College
- Member Beta Gamma Sigma Business Honor Society
- Author/Inventor of nine communications patents
- AT&T "Best Boss" Award
- Successful management of Pinnacor documented in a Harvard Business School Case Study
- Success of Upoc Social Networking documented in several academic papers published by Polytechnic University and IEEE
- Served local community non-profit organization over the past 20 years in roles of VP of Fund Raising, Membership, Publicity, Community Programming, Planning and President