

Steven Spencer

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SUMMARY

Accomplished senior executive with strong leadership skills in technology and business operations. Leadership roles in previous companies provided significant contributions to 3 acquisitions, 3 rounds of funding and an IPO. Provides a unique and compelling blend of management experience that spans technical (engineering and product management), business development (including marketing and strategy), and executive (CEO, COO, CTO and BOD) responsibility. Has consistently created a high profile for his companies via numerous speaking engagements and press interviews. Expertise spans the following disciplines:

Executive Leadership

R&D Leadership

Mobile Content

Advertising

Organizational Leadership

Technical Operations

Business Development

Social Media

Start-Up Experience

Quality Management

Product Management

Market Management

Internet, Wireless, Communications

Large Company Experience

Transformational Leadership

PROFESSIONAL EXPERIENCE

February 2009 to Present

Beezag Inc, New York, New York

Video Advertising Service Provider, Web, Social Media, Mobile, E-Commerce, Design Production

- **Chief Operating Officer and Chief Technology Officer**
- 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)
- **Successfully launched Beta and full product within 6 months**

September 2004 to August 2008

UPOC NETWORKS, NEW YORK, NEW YORK

Mobile Messaging, Social Networking, 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
- Established Technical Operations Plan and Led Team to 99.995% uptime.
- Personally led successful sales efforts with major clients (Virgin Mobile, Starwood Hotels, AT&T)
- Led and Managed Key Mobile Carrier Relationships
- 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, NEW YORK

Web-based television search and broadcast monitoring service

- Consulting CTO Assignment
- Led technical deployment and new product introduction for start-up video syndication business
- **Managed development and operations as hands-on Chief Technology Officer**
- Positioned company for successful closing of "A" round funding
- Company is continuing to be successful in 2008, recently securing a significant round "B" funding

**April 2000 to
March 2004**

PINNACOR (Previously ScreamingMedia), NEW YORK, NEW YORK

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
- **Following Dot.Com bubble burst, took on role as Chief Technology Officer**
- Managed team of 125 engineers in four locations
- Established Quality Process that Produced SLA achievement of 99.995% service uptime
- 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, NEW JERSEY

Provider of Telecommunication Infrastructure and Systems

- **Transferred to lead new Wireless Data Business in 1998**
 - 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
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- **Transferred to lead the new internet appliance business at AT&T Consumer Products in 1997**
 - 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
 - Led development of comprehensive business plan
 - Commercialized the first a Internet appliance for Lucent Technologies
 - Developed "Smart Phone" business strategy, including content integration
 - Implemented strategy through the negotiation of a joint venture
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- **Promoted to Director, Business Development in 1995**
 - Led the identification, design and implementation of new Internet business opportunities
 - 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
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- **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
- Determined market & business needs
- Led the project from concept to successful market introduction
- Created pricing, feature and manufacturing strategy
- Translated customer needs into business action
- 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
- Managed development of product specifications and project plans
- Efforts resulted in the successful introduction of the next generation loop carrier system
- System that was deployed in over 100M telephone lines
- **Hired in 1980, Matriculated from Cornell Masters Program in 1981**
- Architected, designed and deployed 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 ten communications, Advertising and Video patents
- Successful management of Pinnacor documented in a Harvard Business School Case Study -2001
- 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