

Steve Mitchell Chazin

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I am an accomplished senior executive and unique leader: equal parts marketer, engineer, salesperson, strategist and captivating presenter who built great teams and products that changed the world. Because I spent half of my career improving the outcomes of large enterprises like Apple, Cisco, Raytheon and Symantec and the other half launching new businesses at Salesforce, Alarm.com, Dimdim and Bowstreet, I have a keen eye and unique skills to ensure new solutions succeed while generating positive outcomes for employees, customers and shareholders. I have a history of predicting the future and delight in creating technologies, products and businesses around emerging needs in HealthTech, augmented and virtual reality, IoT, autonomous vehicles, collaboration and security.

Alarm.com Tysons, Virginia

VP, Products

2018 - Now

- Building next generation products to provide peace of mind that your family, your home, and your business is safe
- Patented **HealthTech** products based on data science, ambient sensing, machine learning and AI techniques to determine when human intervention is needed
- Creating new **Ambient Awareness** solutions that collect data from a diversity of devices providing family members or professional caregivers with newfound understanding of the well-being of remote loved ones perfect for the COVID age
- Managing **100+ employees** working on the cutting edge of Health & Wellness, Data Science, Partner Tools, and BI

Skytech.io Worldwide Consultancy

CEO & Founder

2010- Now

- Helped create real time products and services based on real-time gaming platform (MZ) and used the technology to build the world's first **live transportation and IoT grid** in New Zealand
- Management Consultant for AthenaHealth, Barclays, Kaseya, China Telecom, DemandWare, Stanford, NZTA & others
- Recurring guest on major networks, appeared in BBC Television series *Business Nightmares* and CNBC documentary *Steve Jobs: Billion Dollar Hippie*; Published 3 books, including *Secrets of Apple Marketing & Apple's Retail Secrets*
- Owns and operates tech blog Skytech.io and MarketingApple.com; Produces *The Skytech Minute* weekly podcast

Ellucian San Francisco, California

CPO/GM for Teaching and Learning

2015 - 2017

- Business owner of **EdTech** startup with mission to improve people's lives by making higher education accessible to everyone and to help HiEd institutions remain central to students' professional development throughout their lifetimes
- Created next generation Competency Based Education (**CBE**) learning products that helped more students succeed and achieve better outcomes. Pioneered using analytics, AR and VR to improve student engagement and retention

Cisco Milpitas, California

VP/GM, Cloud Collaboration Products and Online Sales

2013 - 2015

- Rejuvenated **team of more than 500** product managers, marketers, designers, customer support and sales employees by rebooting **WebEx**; improved awareness, satisfaction and stole market share from Citrix/GoToMeeting
- Under my leadership, grew users, # of meetings, attendees, meeting minutes, customer satisfaction and revenue from \$900M to **\$1.3B** in about one year, making WebEx the fastest growing SaaS cloud in the history at that time
- Revitalized online lead generation where we acquired **1M** new WebEx users and converted **50K** new SMBs customers which resulted in **22%** sales growth and **\$53M** iARR (incremental annual recurring rev) equaling **\$175M+** lifetime rev
- Created Cisco Spark which became WebEx Teams, an agile collaboration solution to provide delightful consumer-like experiences that just work. Unique for Cisco, Spark was free and built via a startup culture in a hip San Francisco office

Symantec Mountain View, California

Vice President and General Manager, Cloud Products

2011 - 2013

- Recruited to transform Norton & Symantec into a cloud and SaaS company during tumultuous CEO transition
- General Manager for Norton Data Services and NortonCloud, of one of the world's largest data backup and storage businesses: Norton Online Backup and Norton 360. This **\$40M+** business unit delivered **70%** gross margins and **35%** YoY bookings growth under my leadership while winning awards for user experience, reliability and performance
- Motivated **team of 298** Marketing, Cloud Services, Data Center Ops, Product Development, User Experience, Program Management, Sales, Business Development and Product Strategy employees to overachieve all KPI and business goals
- Launched first organic, cross-BU SaaS product: Norton Zone to securely sync & share content at work and home

Salesforce San Francisco, California

VP, Product Management & Chief Product Officer, Dimdim (acquired by Salesforce) 2007 – 2011

- Responsible for bringing realtime voice, video, file and screen sharing to Salesforce & Chatter, transforming the company from a database provider to the leader in contextual, secure enterprise customer connections
- Designed and built Chatter Messenger and Chatter Now as integrated HTML5 cloud-based, contextual, secure realtime collaboration and marketing tools that connect every Salesforce cloud with sum-100ms latency, pre-dating Slack
- Owned all Dimdim product management; overachieved closed-loop lead generation, PR and sales goals: acquired 7M users while executing the world's first simultaneous Enterprise, Partner & Freemium cloud business models
- Designed real-time eCommerce and marketing engine that generated \$5M+ annualized revenue in less than two years

Avid Burlington, Massachusetts

Senior Director, Enterprise Sales and Product Marketing 2002 – 2007

- Defined worldwide market strategy; grew revenue over 200% while expanding new seats more than 350% in 2 years, coordinated worldwide sales and product marketing organizations. Stock went from \$9.5 to \$65 in 28 months
- Created \$14M worldwide Education P&L; achieved 125% revenue and 650% unit growth, initiated first \$4M direct marketing budget & overachieved rev goals. Grew user groups 687% and turned unhappy customers into evangelists
- Responsible for worldwide product marketing of Avid's entire post-production video & film editing portfolio; defined go-to-market strategy which beat Apple's Final Cut Pro resulting in surprise revenue and 400%+ stock growth

IBM (Bowstreet) Portsmouth, New Hampshire

Senior Director, Product Management & Product Marketing 1999 – 2002

- Built Worldwide Marketing org; elevated Bowstreet's brand awareness – obtained top rightmost spot on Gartner's Web Services Magic Quadrant vs. Microsoft, BEA, Sun & IBM. (IBM acquired Bowstreet in 2005)
- Owned brand management, PR, customer & partner relations, international marketing, speaking opportunities & trade-show activities. Chief technology evangelist throughout industry. Helped raise \$140M across multiple VCs.
- Built Product Marketing group: established pricing, positioning and roadmap; defined product and market requirements; supported sales force, drove leadership in UDDI, DSML, XAML, RosettaNet, ebXML Acord, WAP, OASIS, W3C, S2ML.

Apple Cupertino, California

Senior Director, Marketing & Account Executive 1991 – 1999

- Rehired by Steve Jobs to reboot Apple in 1997. Launched University Consortium (AUC) and used feedback from CIOs to improve sales in Apple's largest and most influential accounts while building MacOS X with their assistance
- Drove 220% revenue and 360% unit growth in \$35 million territory while performing dual roles of Account Executive and Systems Engineer. Apple's #1 Account Executive 2 years in a row in same territory
- Reached over 18,000 customers via keynotes & workshops, Apple rep for EDUCAUSE, Internet2 & League for Innovation
- Managed strategic partnership between Apple and Harvard Business School resulting in Mac standardization and \$9 million incremental sales. Managed \$2 million dev effort to produce 25 products that became part of HBS curriculum

EDUCATION

Princeton University, MSEE

- Sponsored by Raytheon on full Miccioli Scholarship; graduated Cum Laude in 9 months.

Franklin and Marshall College, Bachelor of Arts, Physics

- Magna Cum Laude: 4.0 average in Major; Top 1% of 465 students, Member of Phi Beta Kappa
- Recipient of The Frank Durrell Enck Memorial Prize in Physics; Charles A. Dana Foundation Scholarship (full ride), Member Sigma Pi Sigma Physics Honor Society; Founder SEMCO Society; Member of Varsity Basketball team

CAREER HIGHLIGHTS:

- Rehired by Steve Jobs to reboot Apple and was part of the management team that returned Apple to profitability
- Built the world's first real time public and private transportation grid in New Zealand leveraging live vehicle data
- Created next generation CBE education products to help more students succeed and achieve better outcomes
- Reimagined Cisco WebEx products and pioneered new forms of team collaboration tools popularized by Slack
- Brought a cloud/SaaS mindset to Norton and launched enterprise file share and storage solutions at Symantec
- Captured 7 million+ web conferencing users resulting in Dimdim's acquisition by Salesforce and LogMeIn's Join.me
- Saved Avid from bankruptcy by out-marketing Apple and Steve Jobs; built video sharing site that predated YouTube
- Pioneered web services and custom internet portals at Bowstreet and later sold company to IBM
- Converted failing enterprise replication solution into a simple consumer file sharing product later popularized by Dropbox
- Invented new radar guidance systems at Raytheon used to protect countless soldiers from ballistic missile attacks
- Awarded multiple collaboration, security and health tech patents now in products used by millions of people every day