

STEVEN C. TOY

CEO / General Manager

📞 918-486-9269

✉️ steve@stevenctoy.com

🌐 <http://www.stevenctoy.com>

📍 New York, NY



EXPERIENCE

General Manager

Apalon (an IAC company)

📅 12/2017 - Ongoing 📍 New York, NY

Mobile app developer with a portfolio of more than 30 titles, with ~200 employees, most overseas, within a \$15B+ public company

- Increased revenue run rate 2.3x to >\$100M in the first 12 months, reversing a 30% YoY revenue run rate slide
- Increased active subscribers by 5x more than 1.4M in first year

Venture Lead

EY

📅 11/2016 - 12/2017 📍 New York, NY

International Big 4 consulting firm with more than 260,00 employees

- Executed AI projects including NLP for searching EY Tax Guide and contracts; and, Machine Learning for tax classification
- Worked on integrations with IBM Watson, Microsoft LUIS, Amazon AI Services and Google Cloud Platform

CEO

TaxChat

📅 01/2016 - 11/2016 📍 New York, NY

Uber-like two sided market for pairing tax filers with tax preparers

- Completed and launched brand new product and product category
- Execution of acquisition by EY, including integration and winding down of TaxChat team and entity

GM & SVP

Fareportal

📅 05/2013 - 12/2015 📍 New York, NY

\$4B+ Online travel agency (OTA) with 3,200 employees worldwide

- Led \$100M+, cross-border/matrixed dept. of 80, 4 brands, 7 products
- Boosted EBITDA 50%+ year over year for media group

General Manager - Digital

Billboard

📅 Date period 📍 Location

World's most popular music charts as well as music news, videos, analysis and events

- Built products that grew digital revenue from 10% to 50% of total grossing +\$10M
- Lifted average monthly views by 30% to >10M and tripled social media audience to 3M

MOST PROUD OF



Flattening the world

Forging an effective and productive working relationship with teams in Belarus, Russia, India and China



Apalon's growth

Reversed declining revenue, morale and product quality within first six months



Keeping pace with technology

Source of strategic guidance to Big 4 executives on ways to effectively use and monetize AI and Blockchain technologies

STRENGTHS



Leading through chaos

Bring order to chaos by providing a 'North Star' and the strategies, tools and encouragement to get there



Communication

Make the complex, simple and easy to understand, often with humor, a vestige from a standup comedy hobby

VOLUNTEERING

Board Member

ProLiteracy

📅 06/2016 - Ongoing

ProLiteracy is a national organization that promotes adult literacy through content development, programs, and advocacy, with a goal to change lives and communities through the power of literacy.