

# STEVEN C. TOY

## CEO / General Manager

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🌐 <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

📅 10/2011 - 04/2013 📍 New York, NY

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.