

## **Steven C. Toy**

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<http://bee.ma/sct-cv>

### **SUMMARY OF QUALIFICATIONS**

CEO / General Manager with expertise in managing all aspects of a digital marketing agency and bringing new technology products from idea to revenue. Particular strength in business development, public speaking and evangelism in every medium from the C-Suite to the highest levels of government.

Successfully:

- Shepherded hardware, software, social media and SaaS products from concept to revenue
- Assisted hundreds of businesses with their digital and social marketing strategies
- Managed teams stretched across the US and in four different continents
- Raised multiple rounds of private equity funding from Angels, VCs and Companies
- Integrated user-generated products with every major social media and mobile platform

### **PROFESSIONAL EXPERIENCE**

**Beema Inc., San Francisco, CA**

**2007-Present**

**Founder and CEO**

- Bottom line responsibility for all operations of an Interactive Digital Marketing company that creates and manages web sites, social media campaigns and user generated animation products that are used by thousands worldwide.
- Create and execute digital marketing strategies that utilize the appropriate mix of SEO, CPC, social media, user generated content, Facebook application development, email marketing and blogging.
- Integrated Beema's unique user generated video platform into every major smart phone and social network platform including but not limited to iOS, Android, Palm, RIM, You Tube, Twitter, Facebook, Zannel, Mocospace, Treemo and more.
- Matrix manages a multigenerational and multicultural team of as many as 20 onshore and offshore engineers and project managers to deliver the projects that produce the company's revenues.
- Develop and deliver financials, operational performance reports, industry analysis, budgets and forward looking goals to the Board of Directors and Investors.
- Manage the development metrics based marketing goals and strategies for small and medium size businesses that can be objectively verified with technologies such as Google Analytics, AdWords, Web Site Optimizer, Page Rank, Facebook Insights and other analytics technologies.
- Designed and developed Facebook application that allows Facebook users to make and post animations to their Facebook account by merely typing some text.
- Conceived and created the fastest user generated animation platform.
- Active speaker and evangelist on the topics of Presenting and Social Media Marketing.

**Software Secure Inc., Boston, MA**

**2004-2007**

**Vice President of Sales**

- Established and formalized the company's sales division and processes. Hired, trained and managed the sales team that grew revenue by 470% over a three year period (\$350K up to \$1.7M). Clients included: Troy University and The New York State Bar Association.

- Identified, hired and managed teams in Texas, Russia and China to design, develop and deliver the company's new hardware and SaaS product that is responsible for a majority of current revenue.
- Directed the design and development for the company's Secureexam Remote Proctor system which combines biometrics, video and audio technologies connected to a SaaS backend to allow for an entirely new proctoring solution.
- Drafted and oversaw negotiation of hundreds of contracts and agreements working closely with the CEO on terms and conditions, while also negotiating with the client and interfacing with their purchasing department and legal team. Realized a 95% customer renewal rate year over year.
- Assisted the CEO with strategy and presentations used to secure two rounds of VC financing.
- Analyzed historical data to develop the sales and marketing strategy and processes that led to a more than fourfold increase in sales.
- Executed marketing plan including improved product offerings, production of collateral material, presentations at strategically significant conferences and regular reporting to CEO.
- Presented at strategically important tradeshows and conferences including the CALI Conference.

**Beema Inc., San Francisco, CA**  
**Founder and CEO/President**

**1996-2004**

- Founded company and managed the day to day operations growing the company from zero to \$15M in revenue, three offices and 20 employees.
- Hired, trained and managed the sales team that sold more than \$15M of marketing services to a host of large, medium and small companies that included: eBay, Applied Materials, Dreyfus Financial, Baxter Healthcare, The Gartner Group, Cisco, Simpson Strong-Tie and IDG.
- Developed and delivered financials, operational performance reports, industry analysis, budgets and forward looking goals to the Board of Directors and Investors.
- Recruited, trained, and mentored more than 20 employees realizing excellent productivity rates and extremely low turnover.
- Developed one of the first and most robust video email solutions that allowed the sender to track video views. Partnered with Responsys to deliver the solution on a large scale.
- Led the planning, development and sales efforts that raised \$1.5M in private equity financing from Angel Investors. (Series A and B)
- Developed company's overall strategic marketing, advertising, tradeshow and public relations campaigns that allowed the company to accomplish the corporate objectives outlined by the Board of Directors.
- Formed numerous partnerships and marketing relationships with companies including: Microsoft, Cable & Wireless, Responsys and the American Marketing Association.

**ICTV Inc., Los Gatos, CA**  
**Vice President of Operations and Business Development**

**1991-1996**

- Established the Financial, Operations, and Human Resource departments for an Interactive Television company that successfully grew from 20 to 110 employees and contractors with an operating budget that grew from \$2.3 to \$9.2M.
- Responsible for creating all financial models both annual and monthly, implementing responsible controls, and reporting to the CEO, Board of Directors and Investors for a \$9M+ annual operating budget.
- Led the development team of five Vice Presidents that designed and produced the first interactive TV system.
- Key member of team that marketed and sold the company's first product to Cox communications which generated \$5M in revenue.

- Managed and presented the financial modeling, forward looking forecasts and due diligence that secured five rounds and more than \$30M of private equity financing from both private investors and companies including Cox Communications and IBM. (Common and Series A through D)
- Designed and implemented the company's reduction in force plan that eliminated 40% of the staff. Directed and coached management on how to successfully communicate the layoff and transition their staff.
- Presented at strategically important tradeshow and conferences including NCTA.

**TIA LTD., Sydney, NSW Australia  
Vice President Special Projects**

**1989-1991**

- Oversaw the organization's \$10M P&L, Balance Sheet and Statement of Cash Flow reporting directly to the CEO.
- Responsible for the entire lobbying strategy in Tasmania and the Northern Territory and successfully prevented all legislation that attempted to restrict advertising.
- Responsible for securing high stakes meetings between industry leaders and neutralizing several industrial espionage attempts.
- Managed the office's administrative staff as well as a host of law firms, PR and advertising agencies.
- Utilized a mix of media management, grass roots movements, and coalitions of interested parties, advertising and direct lobbying to successfully stop all legislation deemed undesirable to member companies.
- Selected as primary liaison between the TIA and its Board which consisted of the Australasian Heads of Rothman's, WD&HO Wills, Phillip Morris and R. J. Reynolds.
- Presented to the Premiers of every state and territory as well as the Prime Minister of Australia, Bob Hawke.

**PROFESSIONAL ASSOCIATIONS**

US Small Business Administration, San Francisco, CA - Volunteer/Instructor (1998-2004)	2007-present
US Small Business Administration, San Jose, CA - Volunteer/Instructor	1999-2004
Vision Literacy, Milpitas, CA - Chairman Emeritus and Current Board President	1996-present
Literacy Volunteers of Massachusetts, Boston, MA – Former Board Member	2005-2007
SVAMA, Silicon American Marketing Association, San Jose, CA – Former Member-	1997-2000

**EDUCATION**

Swarthmore College, Swarthmore, PA – B.A., Economics

**AWARDS**

Junior League Crystal Bowl Award Winner for Leadership in Volunteerism 2011  
Certificate of Special Congressional Recognition from US Member of Congress, Zoe Lofgren 2011

**PRESENTATIONS**

Delivered numerous presentations at various industry associations, trade shows and industry conferences. Partial list: Silicon Valley American Marketing Association; US Small Business Administration; National Cable and Television Association.