

STEVE BEVILACQUA

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ASSOCIATE DIRECTOR

An innovative, forward-thinking, and focused **MarTech Executive** with a career history of capturing double-digit improvements in financials, times-to-market, quality, approvals, and user satisfaction rates while leading marketing technology improvement projects and programs for global Fortune 500 organizations, driving digital transformation, promoting new ideas, and capitalizing on the use of modern technologies.

MarTech (*Marketing Technologies*) | Executive Leadership | Strategic Planning | Change Management
Digital Transformation | Servant Leader | Technology Analysis | Financial Analysis | Global Partnerships
Cost/Time Savings | Maximizes ROI | Quality Assurance/Quality Control (QA/QC) | Project Oversight
Designs and Deploys New Systems, Processes, and Protocols | Engaging Public Speaker/Presenter
Published Author | Drives Financial Health | DAM | CMS | CRM | PIM | MRM | Defines/Tracks KPIs

PROFESSIONAL EXPERIENCE

EXECUTIVE GLOBAL MARTECH CONSULTANT

2015 – Present

ICP | OPTIMITY ADVISORS | SB LLC

Directed the planning, design, deployment, and management of integrated MarTech solutions, projects, and programs to improve people, processes, and technologies across the marketing departments of multinational Fortune 500 organizations while promoting positive change, steering digital transformation, and leading each one to maximize their use of resources and drive financial health throughout shifting economic climates.

KEY ACHIEVEMENTS

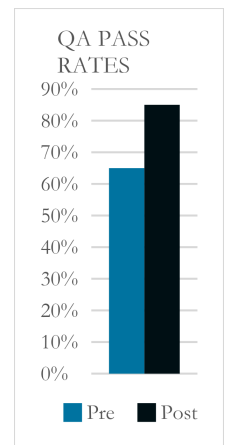
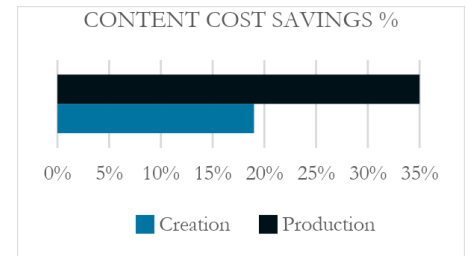
- **Led Technology and Process Improvements, Change Management Projects, and MarTech Stack Optimizations to Achieve Measurable Results for Premier Clients/Accounts** (e.g., *Disney+, NBC Peacock, Gap, Airbnb, Bayer, Boy Scouts of America, Medtronic, Biogen, Warner Bros., Estée Lauder, and eBay*). Highlights:

- o 35% Reduction in Content Production Expenses (Y1).
- o 19% Reduction in Content Creation Expenses.
- o 28% Improvement in Time-to-Market (an average of one week).
- o 30.8% Increase in Quality Assurance (QA) Pass Rates, from 65% to 85%, within six months; continued the improvement to achieve 96% rates within the following 18 months.
- o 50% Improvement in Marketing Approval Rates (decreasing rounds of revision).
- o 150% Increase in User Satisfaction Rates.

- **Successfully Steered End-to-End MarTech Project Activities for Premier Accounts.** Milestones:

- o Disney+: Work in progress (WIP) systems, channel distribution, and digital packaging to embed assets in the correct platform for a seamless launch of the video on demand (VOD) service.
- o NBC Peacock: Multifaceted MarTech process that focused on quality control technologies and omnichannel distribution for a positive user experience.
- o Gap: Global MarTech stacks (CRM, CMS, *digital asset management systems, marketing relations management/MRM systems*) that integrated modern technologies and consolidated processes, ultimately capturing cost savings.
- o Airbnb: Comprehensive evaluations to optimize/enhance global metadata schema for all brands (*video on demand, magazines, and e-commerce sites*) across MarTech stacks to reduce redundancies/consolidate processes.
- o Flowers Foods (Wonder Bread, Nature's Own, Dave's Killer Bread): MarTech improvement project to integrate/migrate assets across digital asset management (DAM) and product information management (PIM) systems.

- **Partnered with Top Technology Organizations to Improve/Update Product Offerings, Disseminate Product Knowledge to the Teams,** and align features with the needs of a diversified customer base, ultimately empowering them to gain market share. Highlights:



- o Adobe/Adobe Enterprise Manager (AEM): Served on a board to provide expertise/insight that resulted in the organization's first artificial intelligence (AI) and machine learning (ML) solution for the brand, Sensei. Developed sales training for the AEM platform.
- o Veeva Systems: Supported the development of the organization's first modular content tool.

KEY RESPONSIBILITIES

- **Steered MarTech Projects Throughout Each Lifecycle Phase to Ensure a Seamless Delivery, Implementation, and Acceptance** by biotech, life sciences, financial, entertainment, digital media, e-commerce, manufacturing, and healthcare/medical organizations.
 - o Analyzed, Assessed, and Evaluated the Use, Operation, and Benefits of Various Marketing Technologies at each client organization through requirements gathering/needs analysis.
 - o Designed Comprehensive Project Plans and Roadmaps (Short/Long-Term) that aligned with technical and business needs.
 - o Established Milestones, Defined Key Performance Indicators (KPI), and Tracked Project Progress against benchmarks.
 - o Initiated Project Changes/Shifts and Contingency Plans, as needed, to meet evolving business needs and emerging events.
 - o Reported Project Progress to authorized stakeholders while protecting proprietary and privileged intelligence.
- **Analyzed Project Financials to Capitalize on Cost Savings Opportunities and Maximize Profitability and Returns on Investment (ROI)** while administering project budgets, conducting variance analysis, and defining/resolving financial roadblocks.
- **Minimized Employee Resistance to Marketing Technology (MarTech) Changes and Advancements** by providing front-line support throughout integrations, answering questions, facilitating training/professional development on the use and operation of each



advancement, and promoting the benefits of each new system/process.

- **Managed, Coached, and Empowered Project Teams** to complete their individual milestones, tasks, and responsibilities as a servant and transformational leader.
- **Consistently Increased Client Value in the Organizational Partnership** by serving as an influential and knowledge point of contact, subject matter expert (SME), and thought leader on marketing technologies.

DIRECTOR OF PROJECT DELIVERY | PROJECT MANAGEMENT OFFICE

2010 – 2014

IQ | DIGITAS (PUBLICIS GROUPE)

Championed project management office (PMO) groups to deliver digital and traditional improvement projects/campaigns within aggressive timelines and budgets while serving as a project subject matter expert (SME), ensuring governance with industry, government, and organizational protocols, and deploying solutions to increase overall efficiency levels.

- **Recognized by CMO Magazine for Establishing and Launching the First Fully Agile Digital Agency in the USA.**
- **Built, Managed, Trained, and Led Diversified Project Teams** to exceed individual and group performance goals while fostering synergy, communication, collaboration, and professional excellence.
- **Selected to Manage Top Organizational Clients**, including Pergo Flooring, Yamaha Watercraft, Spectracide, Bayer Crop Science, and Newell Brands (*Rubbermaid*), due to project management skills, leadership, strategic planning expertise, and professional integrity.

EDUCATION

BACHELOR OF SCIENCE (BS): BIOCHEMISTRY

BOWLING GREEN STATE UNIVERSITY: Bowling Green, OH

CERTIFICATIONS | LICENSES

Veeva Vault Platform Associate White Belt Implementation Certification: *Veeva Systems*, **Adobe Accredited Digital Marketer**: *Adobe*, **Project Management Professional (PMP)**: *Project Management Institute (PMI)*, **Certified Scrum Master (CSM)**: *Scrum Alliance*, **Prince2 Foundations Certification**: *Prince2 Foundation*, **Microsoft Project Orange Belt**: *Bryant University*, **Six Sigma Yellow Belt**

VOLUNTEER AND NETWORKING AFFILIATIONS

President and Founder: *Sierra Rescue Farm 501(c)(3)*