**Steven Soderberg**

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Career Highlights

Proven marketing strategist with expertise in driving brand awareness, accelerating pipeline growth, and maximizing ROI through innovative, video-first, and alliance marketing initiatives. Led strategic GTM efforts for Lenovo ISG, implementing cutting-edge solutions that significantly increased lead generation and shortened sales cycles. Recognized for effectively aligning marketing strategies with business objectives, enabling sales teams, and fostering high-impact partnerships. Passionate about delivering measurable business outcomes by leveraging cross-functional collaboration, data-driven insights, and executive-level reporting.

Core Competencies

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| * Alliance & Partnership Marketing
* Go-to-Market Strategy
* Video-First & Content Marketing
* Lead Generation & Sales Enablement
* ROI Optimization
 | * Brand Positioning & Awareness
* Pipeline Growth
* Data Analysis & Strategic Insights
* Executive Communication & Leadership
* Cross-Functional Team Leadership
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Professional Experience

**Sr. Marketing Professional, Worldwide Marketing,** 03/2022 to present.

**Lenovo** – Raleigh, NC

Responsible for defining the global marketing strategy for edge computing and edge AI.

* Develop and execute a GTM strategy that drives brand awareness, builds pipeline, and boosts ROI for Lenovo ISG, resulting in increased market share and shortened sales cycles.
* Spearhead a video-first marketing initiative, increasing lead generation and accelerating the sales process by creating engaging content that highlights Lenovo’s edge computing and AI-powered solutions.
* Lead alliance marketing efforts with key partners (Intel, NVIDIA), enhancing joint go-to-market strategies and ensuring consistent, high-impact messaging across digital and traditional channels.
* Enable sales teams with strategic tools and content, driving a measurable increase in sales effectiveness and customer engagement.
* Deliver executive-level performance insights, tracking KPIs and aligning marketing initiatives with overarching business goals.

**Sr Marketing Manager**, 06/2021 to 03/2022

**SecurityScorecard** – New York, NY

Demonstrated expertise in steering Cybersecurity marketing strategies to amplify channel efforts, elevate brand awareness, and drive substantial revenue growth.

* Developed and implemented cybersecurity marketing strategies, significantly boosting brand visibility and channel performance, contributing to strong revenue growth during a pivotal Series E funding round.
* Orchestrated lead generation campaigns, improving conversion rates and driving increased revenue through targeted marketing initiatives.
* Managed both virtual and live events, enhancing engagement and brand recognition, while creating impactful marketing content to support sales enablement efforts.
* Leveraged data analytics to optimize campaign performance, resulting in improved ROI and actionable insights for future marketing strategies.

**Field/Channel Marketing Lead**, 08/2019 to 06/2021

**Carbonite + Webroot - Opentext Companies** – Broomfield, CO

Instrumental in devising and executing dynamic marketing strategies targeting Distribution, Value Added Resellers, and National partners, yielding unprecedented visibility for products, solutions, and partner programs. Pioneered substantial revenue growth and amplified pipeline creation.

* Designed and executed channel marketing strategies for Distribution and VAR partners, resulting in significant revenue growth and pipeline expansion.
* Led virtual and in-person events (webinars, executive roundtables, trade shows), achieving record attendance and meaningful engagement across the partner ecosystem.
* Developed global digital marketing campaigns, aligning with partner needs and driving higher visibility through multi-channel efforts (email, social media, PPC).
* Implemented sales enablement programs that equipped partners with tools and resources to drive increased sales effectiveness and revenue performance.

**Marketing Manager**, 09/2011 to 01/2019

**SYNNEX - Comstor** – Louisville, CO

Led corporate marketing initiatives, including events, partner progression programs, and cross-functional collaboration, driving significant revenue growth.

* Successfully managed over 120 marketing roadshows, generating over $37M in net new revenue and achieving an average ROI of 125%.
* Led the creation and implementation of a partner progression program, resulting in substantial revenue growth and improved partner retention over a four-year period.
* Developed and executed targeted marketing campaigns for specific verticals (Healthcare, SLED, Federal), driving consistent quarter-over-quarter sales growth.
* Collaborated with sales teams to align marketing and sales strategies, achieving higher market penetration and customer engagement.

**Owner/CEO**, 02/2008 to 08/2011

**Secure Service Solutions** – Denver, CO

Business owner and CEO of a Service Contract Management company specializing in B2B Cisco service contracts sales. Averaging $ 30 million in contract management per year.

**Director of Services**, 12/2005 to 01/2008

**Brainstorm Networks** – Centennial, CO

Director of Services specializing in Cisco service contracts and customer retention. Grew service contract renewal business by 70% generating over $45million in net new revenue.

Career Summary

Strategic Senior Marketing Leader with over 15 years of experience in driving high-impact marketing initiatives that align with business goals, accelerate revenue growth, and optimize ROI. Expertise in developing and executing integrated Go-To-Market (GTM) strategies, leveraging data-driven insights to inform decision-making and drive market share expansion. Proven track record in video-first content marketing, alliance marketing, sales enablement, and lead generation, with a focus on maximizing pipeline growth and shortening sales cycles. Skilled in stakeholder management, cross-functional team leadership, and cultivating strategic partnerships with global tech leaders such as Lenovo, Intel, and NVIDIA. Adept at delivering measurable results through a blend of creative thinking, operational execution, and analytics to achieve both short-term and long-term business objectives.

For more details on my work and impact, [visit my website.](https://stevesoderberg437.wixsite.com/website)