

# Steve Spencer [www.SteveSpencer.name](http://www.SteveSpencer.name)

## What I Kick Butt At

- Heading up technical teams and companies to take products from inception to release.
- Building out massively scalable SaaS platforms for security conscious fortune 500 customers.
- Running marketing strategy companies, guiding large corporate brands.
- Negotiating terms and in-depth contract details around M&A, vendor agreements, channels sales, etc.
- Opening up and landing large sales and channel opportunities.
- Presenting and inspiring

## The Proof

- CTO of dotOne, sold for 10 times annual revenue (\$52m)
- Co-founder: Twelve Horses, sold 2009 (to One to One)
- Co-founder: Mediaport, \$8m in funding
- President and CTO of company voted Technology Company of the year 2007, and Outstanding Small Business of the Year 2005
- CTO of team chosen winner of 2002 Utah Entrepreneurial challenge
- Instrumental in developing partnerships with such companies as: MCI, Sprint, Franklin Covey, Pitney Bowes, Qwest, Microsoft
- Utah Business Magazine “40 under 40” 2007, Vspring V100, 2009
- Several Advisory Boards (Westminster, Art Institute, Sandy City Chamber of Commerce, Circle5)

## Experience

2009 – Present                      One to One Interactive                      Salt Lake City, UT

### **SVP, General Manager, Director of Western US**

Large, Boston based digital and social media marketing agency, which I sold my company to in 2009.

- Put in charge of entire Western US upon acquisition.
- Assigned as General Manager over products division.
- Assigned as Director of “Thought Leadership” team to produce social media whitepapers, articles, blog entries, etc.
- Designed and rolled out social media strategies and solutions for various fortune 1000 brands.

2001 – 2009                      Twelve Horses (Sold to One to One)                      Salt Lake City, UT

### **President / CTO / Co-Founder**

Digital Marketing Agency. Provided Web, Mobile, Email, and Social Marketing strategies and Technologies.

- Strategist and decision maker for all business and technology partnerships.
- Developed and deployed multiple successful technology products and cloud based services.
- Designed and maintained massive, scalable platforms.

- Negotiated and managed several channel partnerships.
- Frequent public speaking on Social Media and Interactive Marketing.
- Key member of teams developing and Interactive Marketing strategies for Liberty Mutual, Deloitte, Motorola, etc.

1996-2001                      Critical Path / dotOne Corp.                      Salt Lake City, UT

#### **Director of Engineering, Critical Path 1999-2001**

- Member of Critical Path Architecture Team, responsible for evaluating technologies for acquisitions or partnerships, and help architect their integration.
- Designed, and led a teams in developing several scalable, cloud-based service platforms for partners such as Qwest, Microsoft, Sprint, and MCI.
- dotOne Acquired by Critical Path 1999. Played a key role as technologist to sell the company.

#### **CTO, dotOne 1996-1999**

- Personally designed and wrote cross-platform LDAP based bi-directional directory synchronization product for MSMail, cc:Mail, GroupWise, Notes and Exchange.
- Designed, developed, and supported production email systems supporting over 800 companies.

1989-1996                      Unisys                      Salt Lake City, UT

#### **Project Manager 1994-1996**

- Provided technical leadership and focus for hardware, software, or OEM project from feasibility through support for peripherals, peripheral related software, open systems, and UNIX releases.

#### **Software Verification Lead 1992-1995**

- Received 12 awards for excellence, 1 short term achievement award, and 13 submissions for recognition.

#### **Technician 1989-1992**

- Primary network access administration for several hundred employees spread throughout 5 buildings.

#### **Quick History**

- Maintained network for thousands of Unisys employees at age 19.
- One of two Project Managers for an entire division of Unisys by 24.
- Sold my first company for 52 million dollars by age 29.
- President of a global company by age 31.
- Third successful startup by 32.
- Second successful exit by 39.

#### **How I Give Back**

- Judge and Mentor Westminster Business Plan competition
- Judge and Mentor Utah State Entrepreneurial Challenge
- Multiple Advisory Boards