

Steve Peele II – Cincinnati, OH

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Cincinnati, OH

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INTRODUCTION:

As a seasoned marketing and growth professional with over 14 years of experience in Cincinnati's thriving startup community, I have had the privilege of working with some of the area's most prominent startups.

My diverse skill set has been honed through my tenures at various local SaaS organizations, including dotloop (acquired by Zillow Group), Inman News, API Nation, EVERYTHING BUT THE HOUSE, and Astronomer.io, where I have contributed to and led successful marketing and growth initiatives. In addition to my experience in venture-backed tech companies, I have also worked in consulting, media, and development organizations, where I have spearheaded experimental growth strategies to enhance inbound activity, accelerate sales cycles, equip field reps to close deals, and provide prospects with the decision-making information they need. I have managed and developed \$100M ARR B2B SaaS product marketing teams and driven \$200mm+ books of business at consultancy companies, ultimately leading multiple successful exits through authoritative market positioning and presence.

As an accomplished marketing and growth leader, I have a proven track record of managing monthly marketing budgets of \$1.5M+ while achieving impressive results. I have extensive experience in scaling teams, having successfully managed and developed direct reports throughout my career.

CORE EXPERIENCE

Launch by NTT DATA (Formerly Nexient)	Head of Marketing Operations and Global Intergration Lead	June 2020 - Present
Amify	<i>Fractional</i> - VP of Marketing - Organizational Repositioning Lead	June 2021 – March 2022
Tixxy	<i>Founder</i> - Head of Growth	December 2020 - Acquired Dec. 2023
Buyside	Director of Platform Growth	May 2020 – December 2020
EBTH	Digital Growth Manager (ABC Restructure Lead)	January 2020 – May 2020
API NATION	Head of Growth Marketing (FTE)	January 2019 – December 2019
Growth Guild (Defunct)	Founding Partner Demand Gen (FTE)	December 2017 – January 2019
ASTRONOMER	Director Of Growth Experimentation (FTE)	April 2017 – December 2017
Inman News	Director of Demand Generation (FTE)	February 2016 – April 2017
Dotloop (Zillow Group)	Marketing Operations Manager (FTE) – Employee #7, Pre-seed round	August 2009 – February 2016

PROFESSIONAL HIGHLIGHTS

- Led teams to optimize marketing activities and contribute significantly to successful acquisitions of previous employers.
- As a thought leader and subject-matter expert, drove experimental growth initiatives to scale inbound activity and shorten sales cycles for multiple SaaS organizations.
- Built the Marketing function from the ground up in several tech companies, scaling Marketing and cross-functional teams and implementing effective processes.
- Expert in generating compelling content that attracts and drives traffic, building high-performing teams to support it.
- Successfully managed multiple product launches and industry entrances, leading data and customer-driven innovation and product leadership.
- Skilled partnership marketing leader, adept at bridging the gap between new entrants and industry incumbents.
- Achieved success in closing deals and creating opportunities with top leadership at major players such as Nasdaq, IBM, and Oracle, using data and attribution models to test towards growth and driving significant results for the organizations.

Overall, my extensive experience in executive leadership and marketing, growth, and team management has enabled me to achieve impressive results and make significant contributions to the success of the organizations I have worked with, often leading to success acquisitions, fund raises and rapid growth.

REFERENCES

MORGAN BROWN
VP,PRODUCT | INSTAGRAM
E : **UPON REQUEST**

CHRIS MEHRABI
CHIEF EXECUTIVE OFFICER | AMIFY
P : UPON REQUEST
E : UPON REQUEST

SPENCER RASCOFF
FORMER CHIEF EXECUTIVE OFFICER | Zillow
P : UPON REQUEST
E : UPON REQUEST

AUSTIN ALLISON
FOUNDER/CEO | PACASO/DOTLOOP.COM/ZILLOWGROUP
P : UPON REQUEST
E : UPON REQUEST

CORE COMPETENCIES:

- Growth Marketing Strategy
- Paid Acquisition Strategy
- Lifecycle Marketing
- Product Marketing & Engagement
- Marketing Automation and Infrastructure
- Business Development and Sales Operations
- Executive Leadership, EOS, Etc.
- Mentor and Marketing Executive across many industries

BACKGROUND

Mechanical Engineering Technology
University of Cincinnati
2012