

**STEVEN B. RUCINSKI**  
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## **CAREER SUMMARY**

An accomplished senior executive with particular expertise in planning, building, and leading high-performing organizations. Proven skills growing business through all sales channels. Strong communications, interpersonal and leadership skills. Track record of significant contributions to growth, service and profitability.

### **MAJOR CAREER ACCOMPLISHMENTS**

- Boosted sales through channel partners by over 90% in 12 months.
- Led the achievement of record sales growth for ECM VAR.
- Reengineered a sales team, including 5 management hires and 12 sales reps in 4 months
- Grew Services Sales from startup to \$25M annually in three years.
- Managed multiple geographic sales markets with up to 10 managers and 150 individual contributors.
- Achieved Circle of Excellence award 3 times for top customer satisfaction and profit margin performance.
- Grew network products training sales from start-up to \$5M in 18 months.

## **PROFESSIONAL EXPERIENCE**

### **AWH –Allen, Williams & Hughes**

2010 TO 2011

#### **Chief Growth Officer**

Responsible for all aspects of growing this software development company.

- Provided energetic innovation toward new solution types and business models. (Mobile apps, Joint Ventures, In-app ads and virtual currency, outsourced product development, IOS to Android migration)
- Led the win of outsourced software development project of a retail software product. Project revenue of \$800K.
- Led the company to its best year ever in total revenues
- Led the company move into the mobile application development market
- Led the implementation of project profitability analysis improving existing and new project profit.

### **CASNET, INC.**

2007 TO 2009

#### **Vice President, Sales and Marketing**

Sales and Marketing responsibility for this ECM (Enterprise Content Management) Solution Provider based in Northeast Ohio.

- Led the achievement of record revenue attainment in 2008 and record sales bookings in 2009.
- Personally updated website, SEO campaigns, E-Newsletters and the use of Social Media technologies from concept to development including copywriting.
- Effectively leveraged technology partner resources for business growth including distributor changes, event funding, telemarketing campaigns, webinars and website links. (EMC and Hyland)
- Contributed multiple managerial processes to the company's operating system including regular management meetings, opportunity reviews, strategic action teams and weekly revenue reviews.

**SCK, INC.**

2005 TO 2006

**Director, Software Development**

Responsible to lead and grow the software development department within this technology and design firm. Was only there for 6 months, was released when cost cutting was implemented.

**IQ-DIGITAL, INC.**

2004 TO 2005

**Product/Business Development Manager**

Responsible for all aspects of Product Management and new client acquisition (sales) for this 14 month old company. Our solutions range from simple graphic production to full video production to private internet TV channels. Was with this firm for only 9 months, I left when their business model changed and they exited the business within 6 months of my leaving.

**DREAMRIVER GROUP, INC.**

2002 TO 2004

**Managing Principal**

Co-started, developed, managed and grew this 4 employee Management Consultancy which serves growth oriented small business CEO's in the Northeast Ohio geography.

- We helped a refractory metals manufacturer increase sales 60% in one year from \$5M to \$8M.
- We helped a start-up jewelry manufacturer build a sales and marketing strategy that enabled successful launch in multiple markets.
- We helped a security services firm develop key marketing messages and lead generation activities that has provided significant growth in the last 6 months months.
- We helped a manufacturer redevelop their production processes enabling a 5 times increase in production with no incremental investment in labor or materials.

**COMPUCOM SYSTEMS**

2000 TO 2002

**Vice President, Area Sales**

Responsible for achieving a sales budget of \$140M+, across five major markets including a staff of three managers and 24 sales individuals. Offerings included a full suite of IT Products and Services.

- Reengineered a sales force from a product oriented skill set and focus to a team of consultative sales professionals focused on client solutions in six months.
- Implemented several new sales processes including sales quotas, performance reviews, account planning, customer stop-light reports, blitz days and pipeline reviews.
- Personally turned around a top 10 corporate customer from a near loss to significant growth over the next year capturing revenues of over \$20M.
- Implemented lead generation programs with vendor manufacturers that helped open up over 18 new accounts within the territory.
- Served as the acting Regional Vice President (\$500M in total sales volume) for six months during an organizational leadership change

**INACOM INFORMATION SYSTEMS**

1998 to 2000

**Director of Technology Sales and Services**

Responsible for the overall financial success, management, sales growth and technical leadership of the operations support services, professional services and services sales groups within the Northern Ohio/Indiana region. Directed a staff of 140 individuals with revenues of \$20M+.

- Transformed an un-profitable organization and declining business into a profitable and growing business entity through organization right sizing, responsibility redefinition, management development, and sales organization influence.
- Reduced turnover of technical staff from 60+ percent to less than 10 percent annually.
- Lead and managed service quality improvements as measured by our clients, vendor partners and Inacom including both qualitative and quantitative factors.
- Lead and managed the marketing, selling, and delivery of a full technology lifecycle portfolio of services including technology design, implementation and operational support. These included both point solutions as well as complete IT outsourcing engagements.
- Created a cross-LOB leadership team structure and process, enabling enhanced teamwork, culture and business performance.

### **3COM/U.S. ROBOTICS**

1994 to 1997

#### **Sales, Marketing and Training Manager - Network Systems Division**

Direct the activities of a staff of 26 responsible for planning, developing, and defining the service product line, competitive research, sales growth and administration, marketing support for service product lines, and the development and delivery of internal and external technical training programs.

- Transformed a warranty fulfillment cost center into a proactive profit center, generating \$4.4 million in service sales the first year and \$14.5 million the second.
- Developed and sold a portfolio of support service offerings on the U.S. Robotics Total Control Enterprise Hub, NETServer, TotalSwitch, and Courier product lines. Led efforts to capture major custom service contracts with AT&T, Sprint, MCI, Cisco, and America On-Line.
- Created and marketed worldwide a service portfolio that included training, installation, and on-site support services as well as network systems professional services such as staging, integration, and consulting.
- Boosted service contract sales by technology channel partners from 5% to 90% of all Total Control product line sales through the design and introduction of "Service in a Box," a service methodology now adopted widely throughout the industry.

### **DIGITAL EQUIPMENT CORPORATION**

1976 - 1993

Assignments with DEC included **Sales Manager** (1992-1993), **Regional Business Manager** (1989-1991), **District Service Manager** (1984-1989), **Service Delivery Unit Manager** (1980-1984), **Systems Engineer**, **Government Secure Branch** (1978-1980), and **Manufacturing Engineer, VAX Systems Group** (1976-1978).

### **OTHER ITEMS OF INTEREST**

[SMBTrendwire.com](http://SMBTrendwire.com)

Co-Owner and Partner of the longest running Small Business Podcast, Small Business Trendwire. (Since 2004)

[SMBCEO.com](http://SMBCEO.com)

Founder and Editor Emeritus of this popular blog aimed at Small Business CEO's. (Since 2004)