

STEPHEN M. LAWTON

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Senior-level marketing and public relations executive with expertise in start-ups and revitalizing established brands using brand awareness programs and a consumer-focused approach. Proven business and marketing success in growth and start-up situations. Results-oriented, strategic thinker. Global experience in marketing and marketing communications. Experience in both corporate and agency environments.

Major Accomplishments & Quantifiable Results for *Corporate and Consulting*

CORPORATE

ACRONIS INC. (Burlington, MA) **Senior Director, Strategic Marketing** (2002-2009)

\$120 million consumer and corporate disaster recovery and virtualization software company; 600+ employees

Impact on business from marketing efforts: Increased sales; improved technical support; built brand to #2 in market from startup phases; established company as technology leader among press; analysts and customers; established senior management as thought leaders

Developed and implemented an international marketing and PR program growing sales from \$600k to \$120m. Target audience included consumers, SMBs, and large enterprises. Tactics included editorial and analyst meetings, creating and distributing newsletters, writing and placing articles, developing and implementing partner programs to drive partner sales, creating and implementing user group program that generated thousands of direct sales, writing web pages, creating and executing marketing programs that generated thousands of sales leads, speaking at trade shows, and developing marketing programs for trade shows that generated thousands of sales leads. Quantifiable results: According to CEO Walter Scott: "(Stephen) was personally responsible for generating 100s of awards and millions of dollars in sales through traditional and viral PR."

Responsible for obtaining such major awards as Inc. Magazine's Inc. 500; Deloitte Rising Star Award, AlwaysOn's Global 250, and VAR Business' 5-Star Gold Partners Program (twice). Result: Acronis was certified by major publications as a viable competitor to Symantec, EMC, Computer Associates and other disaster recovery vendors that were orders of magnitude larger than Acronis

Coordinated worldwide public relations and analyst relations operations; In US was the only PR person member doing this function, indirect supervisor for worldwide PR management team of 4 managers

Developed custom marketing programs for user groups, international publications, corporate clients
Developed Web-based content for consumers, small- to mid-size businesses, and enterprise customers, including multiple product pages, an entire section of the Acronis website called Resources, and dozens of articles and press material. Quantifiable results: thousands of sales leads, thousands of direct sales,

dozens of articles in the foreign press

Company spokesman; key PR person who generated thousands of articles and more than 2 billion editorial impressions (more than 5,000 editorial hits in past 4 years alone)

Developed and presented sales presentations to Fortune 1000 clients, including Dell, Microsoft, Hewlett-Packard, Fujitsu and Toshiba (all of these are current Acronis accounts)

MICROTIMES MAGAZINE (Primedia, Oakland, CA): **Editorial Director / Editor-in-Chief** (1998-2001)

Magazine focusing on consumer and SMB technology; 700,000 readership; Revenues of more than \$20M; 30 staff employees for this magazine plus 20 freelancers for Editorial (NYSE: PRM)

Directed the successful redesign and relaunch of nation's largest regional publication. Quantifiable result: saved thousands of dollars on a per-issue cost while increasing readership nationally and winning national awards Added nearly one dozen nationally-known writers to staff without increasing the editorial budget

Developed and managed a \$1 million budget

Managed, hired, and trained department of 4 full-time and 20 part-time employees

Developed new Web site, negotiated content syndication and licensing agreements; and launched specialized chat sessions: Quantifiable results: New website increased traffic significantly over previous site; renegotiated contracts saved more than \$100,000

Awards: PRESStige Award Finalist, Most Visionary Editor-in-Chief, 1999; Gold Medal, American Society of Business Press Editors, Western Region, Signed Editorials, 1999

DIGITAL NEWS & REVIEW (Cahners/Reed Elsevier Publishing, Newton, MA; NYSE: RUK and ENL):

Editor-in-Chief, Technical Editor;

DIGITAL NEWS (IDG, Boston, MA): **News Editor, Bureau Chief ;**

HARDCOPY (Placentia, CA) **Senior Editor** (Publication sold several times - total 7+ years at publications)

Developed and managed relaunch of Digital News & Review: Quantifiable results: Reduced overall per-issue cost while upgrading paper stock.

Managed, hired and trained editorial and art staff of 6 from remote office

Staff Editor: Researched, wrote and edited hundreds of articles for the magazine

Other Corporate Experience

LAN Times (McGraw-Hill, San Mateo, CA) Editor-at-Large

NETSCAPEWORLD (IDG, San Francisco, CA) Editor-in-Chief

SUNWORLD ONLINE (IDG, San Francisco, CA) Editor-in-Chief

CONSULTING

AFAB Media Services (Los Angeles and San Mateo, CA; Monroe, WA): Consultant (Founded 1979)
Specialized in Business Consulting, Publishing, Marketing, Public Relations, and Market Research

2009 - 2010: **Prowess Consulting**: Stepped in at last minute to generate publicity on product launch over Thanksgiving Weekend. Within 2 weeks (Nov. 16-27), generated placements and/or interviews with NetworkWorld, PC World, On Computers, Computer America, Puget Sound Business Journal, Sync, Hospital Automation, Windows Secrets and Under: The Influence (blog). In 2010, handled media placements for the FOSE trade show. Placements included USA Today and key technology trades.

2009: **Enterprise Management Associates**: Wrote a market research report on Storage Efficiencies. Report covered a range of storage technologies, including infrastructure, protocols and applications. Also wrote advisory notes and industry briefs.

2009: **Zmanda Inc.** project: over the President's Day weekend (Feb. 14-16), I took on a project to assist in a product launch. Within 48 hours I arranged for articles with several Tier 1 companies for this client: CNET/CBS News, NetworkWorld, eWeek, and ZDnet; other Tier 2 coverage to appear on WGN Radio (Chicago), & Processor. Quantifiable results: Several articles and podcasts that were used in conjunction with Feb. 17 product launch. CEO Chander Kant's description of the project: "It was a joy working with you on this project. And yes, I would deem this project to be a Success!"

2009: **Manaccomm**: Handling all US public relations, market research and marketing activities to help a publicly held Australian company launch a Web 2.0 product in the US. Project is currently underway. Branded products are **ECOFILING** and **2LARGE2EMAIL**

Helped found several startup companies and served as marketing vice president for each. Industries include logistics, and robotics

Wrote for a variety of publications, including **National Journal, Military & Aerospace Electronics, CIO Insight, Electronic Business, NetworkWorld, PC Week, Bloomberg Radio Network**, and many others
Consulting projects for **Intel, Western Digital, Verbatim, Transitional Technology**

Other Consulting Experience

Rothchild Consultants, San Francisco, CA Market Research firm

Hartley & Associates, Santa Ana, CA consulting firm

Storage Concepts, Santa Barbara, CA market research firm

Storage Decisions, Santa Barbara, CA consulting firm

Speaker or Panelist

Comdex PacRim (International); Network+Interop; SMB Nation; DECUS

Education

California State University, Northridge, B.A. in Journalism, Minor in Business

University of California, Irvine, Extension Program

American Management Association classes