

## STEVE RADLINGER

Milwaukee, WI 53208 | (414) 732-1297 | [sradling@gmail.com](mailto:sradling@gmail.com)  
<https://www.linkedin.com/in/radlinger/>

### SUMMARY

- A product/market analyst and marketing executive, consultant and entrepreneur with more than 15 years of experience in developing and managing new technologies, products and services from concept to launch. Creative thinker with proven ability to build teams, and drive teamwork.

### MARKET ANALYSIS & STRATEGY

- Collected and analyzed quantitative and qualitative market data from primary and secondary sources and wrote business plans and reports encompassing the following including financial projections, competitive market analyses, and identifying opportunity gaps with presentations to managers, partners and investors:
  - Digital pen technology (ThinkPen)
  - Import-export e-commerce website (Hanson Dodge Creative)
  - Mobile app opportunities in K-12 education space (Renaissance Learning)
  - Mobile health app utilizing SEMG dry electrodes (High Tech Sports Science)
  - Male external catheter medical device (Capgen)
  - A patented mobile location-based advertising platform with 100% location privacy (VodoModo)
  - Ranked #1 most popular e-commerce college-targeted apartment website (ApartmentRenting.com)

### SKILLS

- Understanding customers, and requirements and finding the partners to help drive market penetration.
- Driving sales by constantly being creative and measuring everything.
- How to bootstrap and quickly build a team from the ground up, in a dynamic agile dev environment.
- Extensive experience in driving leads and conversions by connecting with customers utilizing compelling content marketing (print, radio, text/email, partners, social media and SEO) and technology.
- Data-curious with proven history of deriving meaningful insights from data including risks and opportunities leveraging marketing, site and product analytics.
- Intuitive, innovation-driven and creative in determining how data and technology can add value.
- Extensive competitive intelligence research experience including surveys to identify product features.
- Effective communicator including visuals to maximize readability, comprehension, and understanding of data, analyses, and proposed strategy to non-technical teams, from managers to C-level.
- Building marketing, sales & strategic partnerships including contract negotiation and fiscal and administrative project management.
- Business analysis, use cases, UX and Internet and mobile application requirements in an agile product development environment including wireframes & workflows and vendor selection & management.
- Recruitment, hiring, training & HR across multiple industries including Board of Directors and Advisors.

### EDUCATION

University of Wisconsin – Oshkosh: Master of Science Degree in Industrial Psychology

University of Wisconsin – Stevens Point: Bachelor of Science Degrees in Psychology and Communications

### CHRONOLOGICAL SUMMARY OF EXPERIENCE

America Works of Wisconsin, Inc. Milwaukee, WI Oct. 2013 to Present  
A social-driven no-fee agency that has placed over 700,000 under-served workers in jobs since 1984.

#### Market and Sales Strategist

A lead-generation and product development thought leader who understands business and how to leverage technology and relationships to actively attract, train and place talent in jobs.

- Developed a multi-channel content marketing and advertising strategy and budget, utilizing locally-targeted social media (Facebook), paid search (Google Adwords), and email/text messaging campaigns

(Mozeo), executed concurrently, including source tracking performance metrics, a company first, to attract Ticket2Work (TTW) candidates, which was approved by the CEO.

- Facebook postings combined with Group marketing initiatives have been instrumental in securing 60% of all Uplift hires in under 3 months. A new hire took over the day-to-day social media role I created.
- Introduced sales tools and technologies, which are now used daily by the entire sales team to promote engagement and have been instrumental in driving Uplift (UL) sales, accounting for 40% of total sales.
- Organized and managed all WIOA co-enrollment with W2, WRTP and TechHire programs. Analyzed WIOA participant data and successfully targeted and attracted candidates to occupation-specific job events.
- Developed relationships and collaborated with community partners to drive TTW, W2 and UL referrals and training opportunities for each, primarily in Healthcare.
- Recognized the opportunity and leveraged customer workforce behavior and interest data to plan, coordinate and lead several industry-first occupation-targeted employment events driving job-seeker participation and boosting hires and employer satisfaction.
- Utilized career coaching in successfully placing 1 candidate daily since Oct. '13 generating \$3M+ in sales.
- Lead training and certification initiatives focused on Warehouse, Healthcare and Call Center including curriculum development in collaboration with industry leaders (i.e. Concentrix) with blended delivery.
- Appointed to turnaround the Ticket2Work Program.
  - Audited processes and data, and reorganized including new systems to efficiently and accurately collect, gather and leverage existing and new customer data in streamlining compliance and marketing.
  - Within 6 months of taking over program was recognized twice as the national sales leader. Within 12 months sales were up 90%.
  - Quickly created a TTW-specific Facebook tab utilizing Tab Foundry. This no-cost solution provided a content home for all the text messaging promotional links ensuring timely engagement.
- Investigated use of emerging technologies to make 'finding a job' easier, driving engagement and sales.
  - Used forms automation expertise to plan 'worklog' paper-to-digital conversion to boost WPR activity.
  - Created a mobile-enabled job web site; a company first, which appealed to candidates mobile lifestyle.
  - Looked at using scraping technology and APIs to aggregate location-based jobs in Milwaukee becoming a single best source for geo-targeted recruitment.
- Assumed leadership of Work Experience Program and a new hire took over for me within 12 months.
  - Conducted analysis on Work Experience (WE) program and recommended strategy to improve.
  - Analyzed WE contract and Work Participation Rates (WPR). Contacted Chandra Johnson to collect WE attendance data. Initiated discussions with Beverly Jenkins, Regional Administrator, which aided in discovering how WPR was calculated and how it could be improved.
  - Recommended creating new activities, which were allowed contractually and aligned better with the audience mobile lifestyle driving W2 WPR engagement. Both strategies are currently being employed.
  - Beneficial outcomes included creation of a customized recruitment approach with employers (i.e. Aurora Healthcare, Amazon, Aramark) delivering a 85%+ interview participation rate and more hires.

VodoModo.com, LLC

Milwaukee, WI

May 2007 to May 2017

**Chief Marketing Officer** (P & L responsibility; 5 direct reports managing 100)

- Oversaw product development, sales and marketing of a social mapping mobile app that leverages content to drive a patented location based advertising platform (mobile deals) with 100% location privacy.
- Conducted market analysis and presented findings, including charts, to investors raising \$250,000.
- Oversaw creation of a managed crowdsourcing CMS platform for video creation and content marketing. Development included understanding of data segmentation and designing around meta-data collection.
- Recruited and hired over 100 IT and creative staff including web and mobile developers, graphic artists, web designers, analysts, video editors, narrators, photo researchers, writers and illustrators.

- Determined business requirements and functional specifications, developed [workflows and wireframes](#) and oversaw design and creation of B2C and B2B ecommerce websites and hybrid mobile web sites & apps.
- Implemented Amazon Cloud Server content distribution platform (CDN) and other API's such as text message integration, ad serving (i.e. pre-rolls) and cross platform mobile video streaming.
- Developed relationships and signed agreements with strategic partners to drive time-to-market including Atomiz S.A., ClickaTell, Neustar, Tekora S.A., Appcelerator, SimpleGEO, Billing Revolution & Brightcove.
- Created training guides and online curriculum/videos and conducted live online webinars, which accelerated learning and reduced production turnaround by 25%.
- Wrote patent, and collaborated with IP counsel on US patent filings. Patent issued in March 2013.
- Directed all content marketing including social media, video-seeding, and PR. See collateral here [1](#), [2](#), [3](#) & [4](#).

**Renaissance Learning, Inc.**

Wisconsin Rapids, WI

Aug. 2011 to April 2012

A leading provider of education software for K-12 schools with 900 employees and \$125M in annual sales.

**Market Research/Product Analyst** – eLearning, eBooks & Mobile

- Hired by CTO to analyze, identify and present emerging opportunities in the education publishing space and recommended mobile strategies to exploit each as part of their 2020 Product Road Map. Quantitative and qualitative research in addition to gathering and analyzing millions of data points drove analysis of:
  - The K-12 Tablet market from Apple's dominance to the influence of Google Apps for Education, and ChromeBooks plus BYOD and its impact on developing in a fragmented Android OS environment.
  - How to leverage HTML5 and hybrid (i.e. PhoneGap & Appcelerator Titanium), the cloud and web services to decrease costs, accelerate development and improve time to market and application scale.
  - How to port existing and create new product lines and mobile (native & web) applications that drive engagement including use of teacher crowd-sourced, grade-aligned interactive content.
  - How to facilitate collaboration among teachers, students and parents using content creation tools.
  - New product introductions that exploit native and web capabilities for e-books, and e-publishing overall including business models for selling and/or re-selling each via school and trade channel partnerships.
  - How to leverage web-based fund-raising platforms, for school districts working under restrictive budgets.
- Initiated engagement with over 30 individuals ranging from Managers to Executive VP in sales, marketing, operations, engineering, design, publishing and funding to gather and analyze data & business requirements.
- Quickly grasped business model within weeks of hire and what data would be required to identify opportunity gaps. Worked Architect and engineering teams to source the right data, determined and ran SQL server queries, performed data munging and interpreted and visualized data leading to business insights offering a competitive advantage.
- Created mobile reading audio prototype to address teacher's interest in more audio book titles for at-risk learners. Conducted UX testing (data gathering) to measure interactivity, utility and efficacy over three visits.

High Tech Sports Science, LLC

Milwaukee, WI

Aug. 2006 to July 2011

**Chief Marketing Officer**

- Oversaw construction of wearable prototype, and presented prototypes to the Green Bay Packers on three occasions gaining their interest for ongoing development. Market analysis resulted in certification as a Qualified New Business Venture with the State of Wisconsin Department of Commerce.

CapGen, LLC

Milwaukee, WI

May 2006 to July 2011

**Chief Marketing Officer**

- Conducted market analysis, and wrote business plan for medical device startup offering safe and easy solution to urinary incontinence. Worked with Chief Scientist and lead the product development efforts.

Hanson Dodge, Inc. Milwaukee, WI March 2007 to May 2007

**Interactive Strategist (Consultant)**

- Hired by CEO to conduct market analysis and recommend an Interactive strategy encompassing all aspects of interactivity, usability and measurement/tracking for the launch of new B2B import-export web site serving companies worldwide. All recommendations were selected for implementation.

BoldAir, Inc. Milwaukee, WI January 2005 to Dec. 2006

**Chief Marketing Officer**

- Created and utilized online surveys to conduct market analysis (segment, gather and analyze data) among 500 business travelers and 100 companies nationally to determine service features required for launch.
- Drafted marketing strategy including determining system integration requirements in utilizing the Global Distribution System (GDS) as a sales channel for private aviation flight inventory; an industry first.

ThinkPen, LLC Madison, WI July 2001 to December 2004

**Chief Marketing Officer** (P & L responsibility)

- Wrote and presented business plan to investors attracting interest from Seattle-based Frazier Technology Ventures (FTV). FTV opened an office in Madison in 2003 and ThinkPen was their first client.
- Directed the development of a patented digital pen technology that works on plain paper and enables the transformation of written information into digital text for B2B (forms) and B2C (mobile) markets.
- Oversaw all product development, the sourcing of parts and assembly of prototypes completed within a 9-month window including launch of [ThinkPen.com](http://ThinkPen.com) with animation and movies to illustrate product utility.

FormsFusion, Inc. Madison, WI January 1998 to July 2001

**President - Marketing and Sales** (P & L responsibility; 4 direct reports managing 45)

- Wrote business plan for college targeted apartment web site – ApartmentRenting.com - with financial projections and presented to investors raising \$3.4 million in funding over two rounds, expanding to 100 colleges nationwide and merging with a NY-based firm in 2001. Recruited all staff in IT, operations, & sales.
- Personally secured 60% market share in Madison over a period of three years, then led team in securing 25% market share in the Big Ten conference schools within a 12-month period retaining 96% of clients.
- Determined application and business requirements and oversaw design, testing and implementation of UX, driving average visit times above 20 minutes, which drove sales.
- Developed proven, co-branded, locally-driven marketing strategy in Madison and replicated to 100 colleges, which achieved 60% brand awareness in less than 3 years, driving online registered users by 650% over 6 months; and recognition as #1 apartment site for college students in the U.S. per Student Monitor in 2000.

**PRIOR TO 1998:** Organizational Development including Recruiting, Training, Affirmative Action and HRIS. Lead numerous initiatives in these areas which reduced costs and streamlined business processes at:

**United Parcel Service, Inc.** Laguna Hills, CA 44 months  
International transportation & logistics company with over 265,000 employees. Team of six.

**Alcon Surgical, Inc. (Nestles)** Irvine, CA 16 months  
International ophthalmologic manufacturer specializing in optical laser equipment.

**Hughes Aircraft (GM)** Los Angeles, CA 22 months  
Corporate headquarters for International aerospace and telecommunications company.