

# Stephan Steiner

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## SUMMARY

### REVOPS TECHNOLOGY & OPERATIONS EXECUTIVE

Proven executive recognized for driving business technology and operations transformation across marketing, sales, and customer experience. Expertise in MarTech, SalesTech, AI, cloud technology, and strategic investments to optimize revenue operations, enhance efficiency, and accelerate growth.

Results-driven leader with a track record of managing large-scale technology investments and leading global business, DevOps teams, and vendor partnerships to align objectives and execute high-impact initiatives. Data-driven decision-maker leveraging analytics to maximize impact. Strategic partner skilled in fostering cross-functional collaboration and turning vision into execution.

Provides transformational leadership by inspiring high-performing teams with a “digital-first mindset,” driving innovation, agility, and sustainable growth in complex, fast-evolving environments.

## STRENGTHS & ACHIEVEMENTS

### • Business & Technology Strategic Alignment

Developed strategy, prioritized high-impact areas, and led agile delivery, achieving:

- 15% boost in operational efficiency through process mining and digitization.
- 10% reduction in time-to-market for digital initiatives.
- 30% improvement in the “plan to revenue” cycle.

### • Revenue Operations & Performance Optimization

Optimized omni-channel performance through data-driven insights, delivering:

- 20% increase in customer engagement and conversion.
- \$2B+ in annual marketing revenue from optimized targeting and CX experiences.
- 80%+ customer retention rates through predictive integrations.

### • Technology Investment & Portfolio Management

Standardized agile delivery framework, leveraging SAFe, JIRA, and LeanIX:

- Oversight of \$100M+ portfolio spanning 150+ tools, 95%+ SLA vendor compliance.
- ±1% On-time, on-budget program and value execution through cross-functional collaboration.
- Full adherence to GDPR, CCPA, CASL, PIPL, and compliance standards.

### • Operational Excellence & Process Automation

Optimized team structures, streamlined workflows, and eliminated redundancies, delivering:

- AI-driven content categorization, reducing duplication - valued at \$4M/year.
- Marketing and Sales process reengineering, generating \$15M business value.
- Seamless integration of 10+ global M&A into marketing organization.

### • Leadership, Change Management & Digital Adoption

Led global teams of 60+ across IT, marketing, sales, and vendors, driving adoption for 15K users.

- 90%+ leadership engagement score.
- 30% reduction in change resistance.
- 90%+ adoption of new digital tools within 12 months.

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## PROFESSIONAL EXPERIENCES

- Global Vice President, Marketing Technology & Transformation** 04/2019-06/2024  
*SAP SE*  
Promoted to transform Marketing into an industry leader, driving \$2B+ revenue, \$50M+ savings, AI automation, and enterprise-wide adoption while optimizing GTM ops and technology investments.
- Vice President, Board Initiative Lead: EU GDPR for SAP Marketing** 01/2018-04/2019  
*SAP SE*  
Appointed to turn around SAP's EU GDPR compliance initiative, securing 35% of marketing-driven revenue, mitigating €1M+ risks, and implementing a privacy governance framework.
- Sr. Director, Hybris Marketing Automation Deployment** 07/2016-01/2018  
*SAP SE*  
Selected to lead the transformation of marketing infrastructure to a cloud-based automation platform, driving 10% efficiency gains, \$2M in cost savings, and a 20% improvement in lead management KPIs.
- Sr. Director, Global MarTech Investments & Delivery** 03/2011-06/2016  
*SAP SE*  
Appointed to lead MarTech transformation, establishing investment framework, optimizing OpEx, and seamlessly integrating SuccessFactors, Ariba, and Fieldglass into SAP's marketing technology stack.
- Sr. Director, Global Marketing Operations & Process Office** 01/2008-03/2011  
*SAP SE*  
Retained to integrate BOBJ into SAP, securing \$500M+ in addressable market, launching the Global Marketing Process Office, and reengineering lead-to-sales processes to generate \$15M+ in value.
- Director, Global Marketing & eCommerce Operations** 06/2006-01/2008  
*SAP BusinessObjects*  
Recruited to standardize global marketing processes, implementing automation, align metrics with C-level, and driving 30% lead-to-sales growth while increasing e-commerce sales by 10%.
- Director, Global Sales & eCommerce Operations** 04/2004-05/2006  
*Symantec Corp*  
Hired to optimize Symantec's \$2.5B Norton Antivirus renewals business, achieving 80%+ retention, automating ERP/CRM for seamless pipeline continuity, and increasing sales with channel partners.
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## EDUCATION & DEVELOPMENT

- **Cloud Computing - Master AWS, Azure, DevOps & more** 2025  
McCombs School of Business (Post Graduate Certificate)
- **Digital Transformation - Leverage Tech to Innovate Business** 2024  
Stanford Graduate School of Business (Executive Learning Certificate)
- **SAFe Lean-Agile Principles - Role of Leadership in SAFe** 2022  
Accenture Learning (SAP Internal Certificate)
- **Digital Transformation - Platform Strategies for Success** 2018  
MIT Sloan School of Business (Executive Learning Certificate)
- **Bachelor of Business Administration**  
Handelsschule Basel, Switzerland (BBA)
- Bilingual in English and German