Steven J. Orton

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Dynamic technology leader with a background in instructional design and data systems. Over twenty-five years of developing and delivering training and sales of library systems. Developed a track record of building strategic partnerships with key executive leaders. Passionate about driving innovation and providing polished solutions.

CORE COMPETENCIES

♦ Cloud-based Systems ♦ Library Systems ♦ Database Management ♦ Education Technology
♦ Assessments ♦ Project Management ♦ Event Planning ♦ Teaching & Learning ♦ Analytics

EXPERIENCES AND ACHIEVEMENTS

Emerging Author and Consultant | Provo, Utah | Feb 2025 – Present
Consulting a self-publishing company using AI and other research tools. Writing a historical novel series.

- Develop and deliver marketing activities to grow Emerging Bookshelf's presence for authors and artists.
- Research and write a novel series with engaging character development and compelling learning objectives.

Higher Education Account Executive | Vevox | Melbourne, Florida | Apr 2024 – Feb 2025
Vevox is the number-one-rated student response system, which delivers polling, quizzing, and surveys.

- Started a new Enterprise Sales vertical for the United States by collecting data on 6,000 prospect accounts.
- Established relationships with Directors of Teaching & Learning at conferences and web resources.
- Created brand awareness by attending educational conferences and delivering webinars and seminars.

Enterprise Account Executive | Informatica | Redwood City, California | Feb 2022 – Nov 2023
Informatica empowers businesses through data management to realize transformative outcomes by bringing their data and AI to life. This drives better business results and creates competitive advantages.

- Developed partnerships with Chief Information Officers using target marketing, emails, and online resources.
- Consulting leaders on data management to deliver trusted, holistic, and governed data for AI and analytics.
- Served as the Informatica Data Consultant for twenty universities in fifteen states.
- Sold the West's first Intelligent Data Management Cloud system to the University of California, Merced.

Director of Education Solutions, Co-founder | NuboLearning | Provo, Utah | Feb 2020 – Jan 2022
NuboLearning provided educational technology expertise and improved teaching and learning by introducing online technological products and quality services to higher education institutions.

- Launched the company by designing the company's marketing, sales targets, website, and CRM.
- Obtained ecosystem partners and established business relationships with learning institutions.
- Trained colleagues and partners on learning experience platforms and learning management systems.

Education Account Manager | echo360 | Youngstown, Ohio | Jul 2016 – Sep 2019
Echo360 is the global leader in learning, engagement, and assessment solutions, serving higher education, Government, and Fortune 500 companies.

- Consulted faculty on teaching and learning strategies to increase student engagement in learning.
- Achieved 110% of quota while overseeing 60+ accounts and an extensive prospecting territory.
- Received the 'Making a Difference' Award, company-wide recognition in the Fourth Quarter of 2017.

Enterprise Executive – SLED | SirsiDynix | Lehi, Utah | Mar 2006 – Jul 2016
SirsiDynix provides cloud-based services to academic, public, school, government, and corporate libraries.

- Provided consultative sales approach for SaaS enterprise library solutions software in multiple territories, which resulted in a 103% quota attainment average over ten years.
- Initiated recurring user group meetings in multiple states to increase sales and customer service.
- Consulted academic, special, public, and school library directors on data solutions for unique projects.
- Created proposals, quotes, presentations, and total cost of ownership charts for persuasive sales.

Trainer / Instructional Designer | SirsiDynix | Provo, Utah Apr 1990 – Mar 2006
- Designed and implemented the Dynix Certified System Administrator Program for librarians.
- Organized and delivered onsite and web-based workshops covering data query, cataloging, security, portal design, and database administration for directors, librarians, and systems administrators.
- Created customer service training, technical training, and onboarding for employees and international offices.
- Authored computer-based training programs for onboarding employees and new customers.

EDUCATION

Master of Science | Instructional Technology | Utah State University, Logan, UT
Bachelor of Arts | Communication | Utah State University, Logan, UT

COMMUNITY GIVING

- Co-chair, Joseph Smith Sr. Family Association, providing scholarships and humanitarian service 2005 – present.
- President, Velo-Cardio-Facial Syndrome International Educational Foundation, Inc. 2009 – 2010.
- Human Resources Volunteer Team Member for the 2002 Salt Lake Winter Olympics 2001 – 2002.