

Stephen W. Griffin

Chief Executive Officer & Serial Entrepreneur

Accomplished executive with 20+ years of success in managing multimillion-dollar organizations, driving substantial revenue growth, and developing innovative business models that continuously shift paradigms. Combines management best practices, entertainment industry expertise, and positive team building techniques to establish robust revenue streams that consistently surpass goals and exceed expectations.

Leadership Profile – Acutely focused on equipping staff with the tools, training, and motivation necessary for success while actively building a culture of excellence to develop goal-oriented teams that drive innovation. Promotes work environments grounded in common goals and clear expectations while cultivating staff talents and strengths to produce outstanding gains across all key performance indicators.

Expertise Summary

- Executive-level Leadership
- Team Building & Training
- Curriculum Development
- 30+ Video/Film Productions
- P&L/Budget Analysis
- Project/Program Leadership
- Generated \$70M+ in Funding
- Business Development/PR
- Public Speaking & Teaching

Notable Accomplishments

- Grew EMI/Chordant to over \$150M and achieved Billboard Magazine's "Distribution Company of the Year" for two consecutive years
- Created the "Morpheus" P2P program and developed it into the world's most downloaded software by consumers, achieved over 100M downloads, and successfully raised \$15M+ in investment capital
- Developed and launched a national theatrical motion picture, secured 1,207 theaters, and secured over \$10M in venture capital
- Guided the development and branding for over 30 character-based films and numerous entertainment products while also establishing an innovative marketing and distribution platform
- Instrumental in producing "Through the Valley", an inspirational documentary that went on to win 4 prestigious awards

Professional Experience

CML Capital | CML Entertainment | Nashville, TN

Chairman/CEO | 01/2011 – 2022

Providing executive vision, operations management, dynamic team leadership, and strategic planning for an innovative company specializing in Investments and intellectual property distribution.

Raised over \$11M in capital by developing strong investor relationships, effectively promoting company vision, and creating ROI focused presentations that produced interest and buy-in. Subsequently created CML Capital to provide a solid strategic investment vehicle and gather talented industry leaders to deploy vision and mentoring within CML Entertainment ventures. This strategy has allowed CML Entertainment to quickly garner the interest of over 1,000 churches nationwide and secure their committed participation for a new content delivery model designed to leverage the massive, largely underutilized real estate owned by the American Christian church.

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The Infinite Group | Nashville, TN

President and CEO | 2009 – 2011

Developed business concept, created implementation/operational plans, and launched a highly successful cloud-based banking platform that provided best-in-class PaaS software, allowing unprecedented improvements to client workflows and overall productivity.

Successfully guided the company from initial concept into a viable player in the cloud banking market segment. Provided vision and guidance for the development of two cloud-based applications while lending significant insight into improving the end-user experience. By deploying a client-centric, end-user focused strategy these applications gained immediate traction and secured exemplary customer retention.

- Secured over \$5.8M in equity financing, which was instrumental in driving a brisk entry into a highly competitive burgeoning market
- Developed key relationships with banking executives from across the nation in an effort to create long-term revenue streams and profitable sales pipelines
- Cultivated outstanding teams through a selective hiring process and empowering individuals with targeted training programs, state-of-the-art tools, and positive motivation

Maple Hollow Group | Nashville, TN

CEO | 2005 – 2009 (Sold Business)

In a joint venture with Viking Range, developed a retail store concept centered on providing culinary classes and workshops designed to demonstrate the superiority and functionality of Viking cooking products.

Identified opportunities within the highly profitable upscale cooking market and pitched an innovative sales model to Viking Range executives that was subsequently selected as a high-potential joint venture. Worked closely with the executive team at Viking Range to create integrated/functional showrooms with sales-oriented culinary classes designed specifically to penetrate untapped markets and drive exponential sales growth. Established a forward-thinking, live-streaming model that allowed audiences unprecedented access to some of the world's most talented and celebrated chefs.

- Spearheaded the development of 4 retail stores, outlined the operational model and created strategic implementation frameworks that directly targeted specific market demographics and socioeconomic trends
- Served over 65,000 class attendees and generated substantial revenue gains in Viking product sales
- Created highly engaging curriculum for 4 stores while developing an extensible classroom model that developed long-term client relationships and ultimately increased customer life-cycle values
- Dramatically improved profitability by implementing continuous improvement methodologies, establishing best practices, and streamlining workflows
- Worked closely with executive leadership teams to develop marketing initiatives, develop new promotions, and secure new revenue streams
- Accurately identified employee strengths, weaknesses, and motivators to align tasks with employee talents, helping to improve staff utilization and increase overall productivity

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Streamcast Networks | Nashville, TN

Chairman and CEO | 1997 – 2004

Instrumental in disrupting the music industry and fostering the transition from CDs to the Internet-based content delivery methods ubiquitous to the present day by guiding the development of the “Morpheus” P2P Network and implementing advanced marketing strategies that generated worldwide acceptance.

Built an extremely talented team of programmers and user interface experts to create an application that allowed data transfers across a peer network. This approach allowed large files to be transferred in small pieces and ultimately allowed users to share information at outstanding speeds for the time.

Comprehensively managed the software development cycle from the alpha/beta stage to the final build while also working with marketing and business development teams to create a full spectrum marketing strategy that cost-effectively promoted the “Morpheus” brand internationally.

- Surpassed 100M downloads worldwide and cemented “Morpheus” as the leader among P2P content delivery platforms
- Secured over \$15M in investments and successfully appropriated the cash flow into strategic business initiatives that yield extraordinary growth

EMI Christian Music Group | Nashville, TN

General Manager | 1994 - 1997

Successfully managed the most significant acquisition of Christian music labels in the history of the Christian music industry by guiding Chordant into a world-class music distribution company.

By deploying innovative “Listening Kiosks” within Christian bookstores nation-wide, Chordant made significant strides in attracting new customers to Christian musical acts. This strategy proved to be invaluable in not only developing interest in new artists but also in assisting Christian bookstores with increasing foot traffic and ancillary sales.

- Instrumental in taking the company from zero to over \$150M in annual revenue by defining company vision, establishing an efficient operations model, and creating strategic plans to drive growth
- Established the first Contemporary Christian music label ever sold within large national retailers including Walmart and Target
- Recognized by Billboard Magazine as “Distribution Company of the Year” for two consecutive years
- Generated significant gains in net profit by meticulously analyzing P&L, evaluating performance metrics, and implementing continuous improvement methodologies to streamline internal processes

Nest Family Entertainment | Nashville, TN

Founder, President and CEO | 1990 - 1994

Established an innovative company with a singular mission: to become “The Disney of Christian animated films”. Acquired a team of talented ex-Disney animators, presented a clear production model to gain entrance into the market, provided a roadmap for creative processes, and successfully produced over 30 Christian animated films beloved by children and adults alike.

Provided brand guidance to develop a distinctive look and feel while overseeing script development, video production, and post-production processes to standardize quality across all products. Pioneered a strategy to leverage infomercials and shopping mall kiosks to create a direct distribution outlet that not only generated substantial sales but also allowed for outstanding profit margins.

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- Grew the business from \$300K to \$61M in less than three years, achieving recognition as one of INC Magazines fastest growing companies in America.
- Effectively managed a team of 1,200 independent sales professionals, implemented positive recognition programs, and established common goals to achieve buy in and increase team performance
- Built outstanding teams by coaching and mentoring staff while cultivating high potential employees into successful business leaders
- Established business development and strategic financial initiatives to position Chordant as the clear industry leader

Interflo | Houston, TX

President and CEO | 1990 - 1994

Raised \$6.1M in venture capital and successfully grew the company to a value of over \$48M by creating an innovative heart catheter that accurately measured cardiac blood flow. This product was born out of a single patent and helped revolutionize Cath Lab and Operating Room procedures.

Assembled a highly talented engineering with diverse professional backgrounds that allowed Interflo to achieve extraordinary agility within the market segment. Established innovation as a core competency and continuously guided team members to push scientific and engineering boundaries. The result was a class-leading product that built Interflo into a multimillion-dollar company and led Baxter Healthcare to purchase the company and intellectual property for over \$48M.

- Diversified sales strategies to maximize product saturation within the market, resulting in significant revenue growth while reducing lead generation/acquisition costs
- Created a pre-marketing program to educate thought-leaders and key physicians within the industry while presenting informational resources to build trust, showcase product strengths, and generate interest

Additional Experience | 1976-1987

BetaFlo Medical | President of an early stage Silicon Valley startup. Took from \$3M and sold for \$18M

ValleyLab | (division of Pfizer) VP Marketing and Sales Strategy, Boulder CO.

Quest Medial | General Manager, Dallas TX.

IVAC Medical | (Division of Eli Lilly) Regional Sales Manager, Product Development Manager in San Diego Ca

IBM | Sales Representative in Dallas Texas after graduation from Baylor University

Education

Bachelor of Business Administration | Concentration in Marketing

Hankamer School of Business | Baylor University, Waco, TX