STACEY R. STEIGER

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PROFESSIONAL SUMMARY

Executive product and marketing leader with 3 successful exits and over 20 years of experience driving growth in early-stage B2B software companies. Passionately dedicated to building highly pragmatic, market-focused and data-driven product teams.

EXPERIENCE

Chief Product and Marketing Officer

July 2015 – Nov 2024 | BountyJobs (Acquired by Recruiter.com)

Oversaw product portfolio management and marketing for a Recruiter Engagement Platform and Marketplace, serving 40 Fortune 500 customers with $60M in annual transaction volume.

- Launched five new products, driving a 50% increase in annual subscription revenue per customer and expanding into a new market that contributed significantly to the company's acquisition.
- Drove the company's first subscription pricing framework for previously free platform access, resulting in an immediate recapture of acquisition costs for 85% of customers.
- Transitioned the company from bespoke sales to a standardized product catalog resulting in a 2000% increase in recurring revenue and implementation fees.
- Developed a suite of partner products that facilitated the onboarding of over 150 ecosystem partners.
- Directed an agile transformation of product and engineering teams, moving from unstructured processes to a JIRA-centered Scrum framework with defined roles, SLAs, and analytics.
- Developed the company's first transactionally purchased product, along with an open API and integrations with major ATS platforms, enabling leveraged distribution to SMB customers.
- Productized customer-facing analytics, reducing cost of delivery by 95% and creating a demand generation tool that drove 50% of qualified leads to sales.
- Implemented the company's first data warehouse and visualization platform, establishing KPIs and dashboards for holistic performance insights across marketing, sales, and customer success.

VP, Product Management and Marketing (Contractor)

July 2013- June 2015 | Enverro, Ltd.

Provided consulting on product and marketing strategy for the development of a startup Workforce Management Platform aimed at the Energy and Resources sector in the APAC region.

- Developed the V1 product from concept to launch, securing six multinational conglomerate customers within 14 months.
- Crafted investor messaging that successfully raised $10 million in private funding.
- Designed and executed a global go-to-market plan, including packaging, pricing, and sales strategy.

VP, Product Marketing
May 2012 – May 2013 | Sales Engine International
Held executive responsibility for product strategy, marketing, and management of a Marketing Automation Platform and a portfolio of marketing services.

- Defined, positioned, and packaged five new marketing services products, driving a 20% increase in ACV.
- Led a large-scale project to automate the quote-to-bill process, including the rollout of a standardized price book to ensure product consistency and enable reporting on key product KPIs.
- Built and launched a cross-channel marketing program, achieving a 3x increase in monthly marketing-qualified leads delivered to sales.

VP, Product Management
March 2010 – May 2012 | Manticore Technology (Acquired by Sales Engine)
Directed product strategy, marketing and management of a bootstrapped Marketing Automation Platform, culminating in a successful acquisition by Sales Engine International

- Led a major refactoring and UX redesign to simplify the interface of the primary product platform.
- Introduced a robust, fully documented product API.
- Delivered a key integration with Microsoft Dynamics CRM, targeting an underserved market segment within the Marketing Automation industry.

Director, Product Management
January 2008 – July 2009 | PeopleAdmin, Inc. (Acquired by Private Equity)
Managed 3 products and team of 3 product managers for a Talent Management Suite with $15M+ revenues from over 600 public-sector customers.

Product Manager
June 2006 – January 2008 | PeopleAdmin, Inc.
Managed 3 products for a Talent Management Suite with $15M+ revenues from over 600 public-sector customers.

Client Success Lead Manager
March 2004 –June 2006 | PeopleAdmin, Inc.
Managed a 7-person team responsible for relationship management and technical configuration of 80 public sector customers.

Client Success Manager

August 1999 – March 2004 | **Advanced Development Center of Austin**

EDUCATION

University of Texas

Business Economics

CERTIFICATIONS

Certified Product Owner

Certified Scrum Product Owner

Pragmatic Marketing ™ Certified