



# Steven Seto

CMO

## About Steven

Steve helps position B2C and B2B companies for sustainable growth and competitive differentiation. His core strengths include Brand strategy, mainstreaming previously niche products, customer insight, new product innovation, communications & messaging, and change management. He is known for his unique ability to partner with the team to make their strategy great in execution.

## How Steven has Helped Businesses Grow

- Quintupled mobile technology company's North American revenues to \$7.6 Billion. Transformed private-label manufacturer into Interbrand® Best 100 Global Brand.
- Named top strategic supplier by multiple accounts for collaborative product development and marketing which drove category and share growth.
- Doubled new products to 35% of a \$1 billion US beverage company.
- Transformed a \$9 million niche product into a mainstream \$200 Million global business.
- Grew e-commerce +470% to \$320 Million. Pioneered US's first major omni-channel brand.
- Grew e-commerce +31% in one year. Reversed six-year sales decline of angel-backed luxury business. Shifted marketing to digital platform, and cross-trained existing team with new skills.
- Quadrupled sales of imported Asian products by securing category lead supplier contract with three major channel customers.

## Executive Marketing Experience

- Vice President of Marketing – Simon Pearce
- Head of Americas Marketing & Global Marketing Executive Lead – HTC
- Vice President, Marketing – Tazo Tea Company
- Director, Global Brand Strategy, Insights & Analytics – Starbucks Coffee Company
- Director, Brand Marketing – barnesandnoble.com
- Senior Manager, New Product Development – Kraft Foods

## Expertise

### Industry Experience

- Professional Services
- Technology
- Retail
- Wholesale
- Consumer
- Consumer Goods
- Entertainment/Recreation
- Education
- Health and Wellness
- Wireless / Telecommunications

### Specialties

- Digital Marketing
- Omni-Channel Marketing
- International Expansion
- Growth Strategy
- Market Penetration & Growth
- Competitive Strategy
- Market/Consumer Insight
- Brand Strategy/Refresh
- Go-to-Market Strategy
- Product Innovation
- Positioning & Messaging

## Contact Information

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## Education

- MBA, General Management & Marketing – Kellogg Graduate School of Management, Northwestern University
- BA, Political Science – UCLA
- One-year Honors Exchange Student – Tokyo Japan, International Christian University

## Clients Served

- Boys & Girls Clubs of America (Civic & Social Organization)
- Healthline Media (Information Technology and Services)
- Treehut Watches (Consumer Goods)
- Workman's Friend (Hardware)
- Loyola Marymount University (Higher Education)