

# steve.haney( )

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Technology Marketing, Sales & Business Development Consulting

## WHO I AM

I am Steve Haney, an accomplished high tech marketing executive with 25+ years experience in Silicon Valley. I offer consulting services for B2B startups and enterprises who need to build or accelerate their go-to-market engine. I cover the spectrum from strategy to planning to execution, with a single-minded focus on increasing revenue and helping go-to-market teams achieve their OKRs.

## AREAS OF EXPERTISE



## NOTEWORTHY CLIENTS & EMPLOYERS



## MY SYSTEMS TOOL BELT



## SERVICE OFFERINGS

- Define market segments and verticals
- Create lead generation campaign strategy and plans
- Define customer and audience personas
- Define/identify customer journeys
- Architect and optimize martech stacks to properly capture, qualify and funnel leads
- Model lead generation scenarios to define marketing contributions toward bookings and revenue
- Create outbound SDR/LDR programs for lead generation, qualification and Sales support
- Product launch strategy and execution plans
- Identify and produce Marketing function's OKRs
- Produce corporate brand strategy, platforms, and messaging

## FORMAL EDUCATION

### University of Chicago, Booth School of Business

Master of Business Administration  
Concentration: High Technology Marketing

### Oklahoma State University

Bachelor of Arts with Distinction  
Major: English Literature  
Minor: Philosophy