

# Steele Bennett

Sales, Customer Management, Operations

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Senior Sales, Management, and Operations leader with extensive experience streamlining team workflows, running efficient sales operations, and exceeding sales expectations. Proven track record of managing mid to large sized teams (9 to 30), and engaging with key customers to land and expand sales opportunities. Skilled at cultivating customer growth and engagement, managing key customers, and managing teams to focus and hit all deadlines and sales goals.

## Areas of Expertise

- ◆ Cloud Services Sales
- ◆ Wireless Technology
- ◆ Digital Marketing
- ◆ Budget Management
- ◆ Creative Writing
- ◆ Sales Operations
- ◆ Private Wireless
- ◆ SalesForce.com, CRM
- ◆ PMO Management
- ◆ Content Marketing
- ◆ Remote Employee Management
- ◆ Web Production
- ◆ SaaS Sales
- ◆ VAR Management
- ◆ AWS Partnership
- ◆ B2B, B2C Campaign Design
- ◆ Adobe Experience Manager
- ◆ Video Production

## Professional Experience

### Independent Contractor, Consultant

October 2024 – Present

Private Wireless (LTE, 5G), SaaS spectrum sales lead (CBRS, 6e GHZ) for OEMs, ISPs, manufacturing for the use of autonomous and warehouse operations. Also, managing the deployment, staffing, and design of the community outreach for a new community WIFI concept network servicing public housing in a capital city.

- Closed private wireless contract with largest metal manufacturer in the U.S. (ousted massive OEM incumbent), followed up with closing additional network extension contract, and then designed four additional deployments for the next 12 months.
- Finalized WIFI 6e Spectrum Access System contract with wireless OEM, increasing margins +50% over prior OEM deals.
- Sales and Customer lead that closed the contract, finalize largest consumer-facing WIFI deployment in company history (~1,000 households, +400 acres).

### Federated Wireless, Arlington, VA

December 2017 – September 2024

#### Vice President – Business Sales Development, Partner Management

Business lead for cellular private wireless network sales, and Shared Spectrum (SaaS) to SMBs, plus higher education, manufacturing, municipalities. Managed key customer engagements, relationships. Led sales partnership with AWS. Managed team of 11 sales executives. Designed all sales enablement material, digital marketing, and led VAR partner program. Moderator and expert panelist for corporate Webinars, event presentations. Additional Roles: PMO lead, product creator and lead for the Certified Professional Installer (CPI) portal. Additional projects include directing implementation of Salesforce.com and ServiceNow instances.

- Singlehandedly designed, steered creation of first national CBRS Certified Professional Installer (CPI) eLearning program: certifying +50% of all CPIs nationwide. Accountable for all planning, hiring, production, budget, hitting deadlines, and deployment.
- Competed (against Google) and won exclusive contracts with Verizon, T-Mobile, Charter Communications, and more for all corporate CPI certifications, which makes up 75% of the eLearning business.
- Created the SaaS VAR sales workflow, incentives, materials, and managed the VAR day-to-day relationships, which generates over 45% of reoccurring SaaS sales.
- Created new sales channel for cellular private wireless, personally generating over +30% of company revenue in first year of sales.

**Charter Communications, Herndon, VA****May 2012 – April 2017****Senior Director — Marketing and Editorial Lead, Customer Portal Operations**

Led digital marketing, audience and portal development, operations, content marketing, and e-Commerce. Concurrently directed business and operations while managing team comprised of 11 producers, graphic artists, and 30+ freelance writers to create original content and content marketing. Managed partner relations (AP, Getty Images, Adobe Experience Manager), negotiations, and tool implementation. Devised roadmaps, wrote technical requirements to ensure efficient, accurate CMS, and portal workflow.

- Optimized content and sponsorship fulfillment for high-profile events (e.g., Olympics, Emmys, March Madness) resulting in event revenue growth of 150% annually for five consecutive years.
- Developed new programming, enhanced producer, and writer workflows resulting in 500% increase in content output.
- Supervised all operations for customer-facing portals, increasing ad revenue by 130% YoY over my tenure. Portals served more than 11M monthly unique visitors.

**Time Warner Cable, Herndon, VA****August 2007 – April 2012****Director — Customer Portal Operations**

Spearheaded full scope of development and design of customer-facing portal roadrunner.com. Led collaboration with Ogilvy Interactive, designers, and developers to execute full customer portal redesign under budget and before deadline. Administered programming and assembled teams for portal channels in addition to News, Sports, Entertainment, Living, and Shopping.

- Reduced overall content spend by 38% through negotiations with providers within first quarter of Director appointment.
- Increased unique visits by 83%+ and Visits Per Unique by 110% through efficient programming administration of new portal pages.
- Recipient of top M.V.P award from Time Warner Cable for leading and directing teams of marketers, producers, writers, graphic artists, and developers to deliver engaging web and video experience for audience of nine million monthly unique visitors.

**America Online, LLC, Dulles, VA****November 1999 – July 2007****Programming Director — Network Programming Operations**

Defined and monitored revenue objectives while managing AOL interactive service promotions; ensured quality standards were met. Produced, promoted content viewed more than 40 million times daily.

- Successfully developed, managed and promoted AOL/Mark Burnett Production of 'Gold Rush,' and Emmy-award winning 'Live 8' worldwide concert series.

**Additional Experience****Senior Producer, Network Programming, *America Online, LLC*****Senior Video Producer, News, *America Online, LLC*****Senior Producer, AOLTV (Interactive Television Service), *America Online, LLC*****Writer, Producer, "America's Most Wanted," *FOX Broadcasting*****Reporter, "Final Justice," 20<sup>th</sup> Century Studios, *FOX Broadcasting*****Education****Master of Arts (MA) in Public Communication and Media Relations**

American University, Washington, D.C

**Bachelor of Art (BA) in English**

Fort Lewis College, Durango, CO