



Stephen Monaco
Marketing Strategist
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StephenMonaco.com

Stephen Monaco has over 20 years of senior-level executive experience, is an accomplished business, marketing and Internet strategist, creative thinker and visionary with a remarkable track record of success. He has the passion and drive that evokes confidence and creates clarity of purpose amongst collaborative teams and focus throughout organizations. Monaco possesses remarkable creativity, sound judgment, vision, effective leadership skills and hands-on expertise.

Strategic Planning • Marketing Communications • Internet Marketing • Social Media Marketing
Product Launch • Product Marketing • Branding • Key Messaging & Positioning
Corporate Marketing • Public & Industry Analyst Relations • Business Development
Pricing • International Business • Team Leadership

CAREER

- Marketing Strategist, Applied Business Knowledge, LLC
- Vice President and Chief Marketing Officer, Eruces, Inc.
- President and CEO, Charisma Technologies, Inc.
- President and CEO, Evolve Internet Marketing, Inc.
- Executive Marketing Consultant, Quarterdeck Corporation
- VP Sales & Marketing / co-CEO, Datastorm Technologies, Inc.
- Senior Account Executive, Creative Communications Group
- Market Researcher, Warner Bros. Television - International Distribution



BIOGRAPHY

In his career, Stephen Monaco held the positions of VP of Sales & Marketing and co-CEO for Datastorm Technologies – a leading developer in the highly competitive fields of data communications and Internet software. Monaco's strategic and marketing prowess was the driving force behind the world's best-selling PC data communications software of all time, the mega-brand, ProComm Plus. Monaco successfully built Datastorm from a raw start-up, drove the company through 40 consecutive profitable quarters, reaching #376 on Inc. Magazine's list of the 500 fastest growing companies in the United States. Stephen led Datastorm to achieve \$50 million in annual revenue with a 70% market share, through their lucrative acquisition by a publicly-traded company. Monaco simultaneously oversaw all aspects of the corporation's affiliate company, Datastorm Technologies, Ltd., located in Cambridge, United Kingdom.

Stephen Monaco provides executive-level strategic business, marketing and Internet consulting services to a wide array of companies from the Fortune 500 to early stage start-ups. His services have been retained by a number of organizations including Symantec Corporation, Quarterdeck, Microsoft, element 5/Digital River, No Fear, and the Business & Technology Practice at Edelman Public Relations, the world's sixth largest PR firm; just to name a few. Monaco has been a co-founder, principal or senior executive and mentor in several companies in North America and Europe in the areas of utilities software, security software, electronic software distribution, paid Internet search, Internet marketing, contextually relevant Internet content and Internet ad delivery, e-commerce, social media monitoring, entertainment, alternative energy, and food safety.

In his early career, Monaco held positions in marketing at Warner Bros. Television - International TV Distribution in Burbank, California, and the corporate communications firm, Creative Communications Group in Dallas, Texas.

Over the past two decades, Monaco has served as a Director on numerous corporate boards and on several advisory boards and is a member of the American Marketing Association. Monaco is currently on the Advisory Board for the VeriPrime Food Safety Cooperative in Meade, Kansas; and serves as the cooperative's Chief Internet Marketing Officer.

Monaco has been a guest lecturer to MBA marketing and entrepreneur classes at the University of Missouri, and at the Keller Graduate School of Management in Los Angeles, California. His successful product positioning and pricing strategies from Datastorm Technologies are utilized as examples in the Instructor's Resource Manual for Kotler's graduate-level college text book, "Marketing Management."

In the early 80s as an undergraduate, Stephen studied Business and Psychology at the University of Missouri – Columbia, and studied Recording Engineering at Pinnacle College of Los Angeles, where he graduated in August 1983. In January 2009, Monaco graduated on the Dean's List from Robert Kennedy College / University of Wales – Cardiff, United Kingdom with a Masters in Business Administration with an emphasis in Marketing and eBusiness. The topic of his Masters Dissertation was on the analysis of the impact of the Internet and social media on mass media. Social media marketing is an area Monaco has been researching independently since 1997.

Monaco has written columns called "If You Mean Business" for the Advertising Industry Newswire in Los Angeles, "Show Me What's Next" for Midwest Business & Technology News, and his article on marketing-driven organizations entitled, "A Change Would Do You Good" was published by Marketing Executives International in February 2010.

Stephen Monaco has been a Special TV Guest on "Panel of Pundits," part of TechTV's "Silicon Spin" television program hosted by PC Magazine's, John C. Dvorak. He has been the Featured Guest on the "Buzz Marketing" episode of the radio program, "The Brand Show." In addition, Monaco has been an on-air guest with Rick Dees on the internationally syndicated radio program, "Rick Dees and the Weekly Top 40."